

Cosumnes Outreach and Engagement Committee Meeting

Thursday, January 28, 2021

Meeting Purpose: Discuss upcoming public workshop approach and outreach efforts.

Agenda Topics:

- Planning for public meeting
- Outreach Needs: Factsheet and others

Attendees: Kathy, Linda, Austin, Barbara, Mike W, Stephanie

KEY TAKEAWAYS

- Recommend rescheduling the public workshop to March 24
- Recommend Austin to serve as interim point-of-contact/external communications “spokesperson” until future water coordinator is identified and up to speed.
- Next O&E call (Feb 5 at 1) will focus on reviewing outreach materials and assign outreach roles. Future meetings will dive into the workshop content.
- O&E Plan should be updated with more specifics (e.g., detailed O&E implementation timeline) to guide activities this coming year and transition into GSP implementation
- At next WG Meeting (Feb 17):
 - will present public workshop outreach resources package (factsheet, press release language, mailers, etc.)
 - request approval for Austin to serve as interim point of contact for the WG.

ACTION ITEMS

Public Meeting Timing

- CBI to notify the WG about the public meeting date change to late March to determine if March 24 works or if another date that week is preferable.

Public Meeting Content

- CBI to circulate revised PPT slide deck. [DONE]
- O&E members are welcome to provide edits on the slide deck content. The content will be discussed later in February.

Factsheet

- Barbara to send CBI edits to the draft factsheet [DONE]
- CBI to circulate revised factsheet to O&E [DONE]
- Austin to revise factsheet to help reduce amount of text
- CBI will reformat the factsheet design after Austin’s edits.

Addtl Outreach Materials

- Kathy to draft talking points
- Austin and Kathy to draft social media announcement blurb
- CBI to draft event flyer (to be used for mailer postcard)

Other Outreach Planning

- CBI to draft list of external media spokesperson’s role and responsibilities
- Mike W to send CBI the SSCAWA 3-year C&E Plan once available.

- Kathy to review WG’s 2019 O&E Plan to identify opportunities for updating/improving to guide specific outreach and engagement efforts for this last phase of GSP development.

MEETING NOTES

Public Meeting – Timing

Group considered whether the public meeting (currently reserved for Feb 24) should be postponed for a month. Considerations included:

- Larger breadth of outreach is aimed to engage new people who haven’t been following SGMA activities. Concerns were raised about how to most efficiently educate this group so they can meaningfully participate in the public meeting without spending a lot of time on background (would require either adding more time to the agenda, holding another meeting, etc.). This committee can further discuss this topic at a future meeting.
- The meeting was originally scheduled for early 2021 to offer the opportunity for the public to provide input on components of the Sustainable Management Criteria (SMCs) and projects and management actions (P/MAs) before these are “finalized” for evaluation in the models.
- The group felt that postponing the meeting to late March would enable the GSAs to present a more defined package of the P/MAs for the public to provide input on. The group felt there would be less meaningful discussion if P/MAs were presented in vague abstracts.
- The group recommended March 24 at 6:30. The GSAs can be canvassed to see if they’re available, or if other dates that week are preferable.

POST-MEETING NOTE: CBI connected w/ EKI for considerations on holding the workshop on March 24. These considerations will help identify outreach needs and the public meeting topics/framing:

- Draft Technical Memos on SMCs will be submitted to the WG in March, so the public won’t have a dedicated meeting to provide input on these; however, the public can provide input before these will be used to estimate sustainable yield for the basin (this TM is due in April). The February 17 WG meeting (public comment period) and the final SWAG meeting (Feb 26) are opportunities for stakeholders to voice opinions on the SMCs.
- PM/As are scheduled to be analyzed and reported on at end of May; if there is significant pushback from the public that forces the PMA subgroup and Ad Hoc to go back to the drawing board, that would substantially delay the GSP development schedule.

Public Meeting Topics

- The group reviewed a draft slide deck for the presentation (estimating 2-3 min per slide):
 - Welcome Slide
 - Background
 - SGMA in brief
 - Work completed so far
 - Where we are now
 - Planning
 - Priorities for creating the plan (speaks to approach and criteria)
 - P/MAs and Fees (options, considerations, tradeoffs)
 - How will we know if the plan is working?
 - Public Input
 - FAQ’s - Address Common Questions
 - Input needed from the public

- Closing (keep webinar open for post-meeting “mingling”)
- Very important to educate the public on the funding needs for GSP implementation. Likely will require fees, which will need public support / voter approval (as part of a Prop 218 process).
- The group discussed how best to address GSP components (namely the SMCs) in a way that those who aren’t actively involved with SGMA could readily understand and provide meaningful input. The group suggested walking through a hypothetical situation (“How will we know if the plan is working” slide) that embeds the concepts of the SMCs, Undesirable Results, etc. by demonstrating them in action for one of the sustainability indicators:
 - Explain how the GSAs would be able to detect (using the monitoring network) if there was a problem (comparing to minimum thresholds and triggering undesirable results), triggering adjustments (adaptive management with P/MAs), and ensure the basin’s moving towards its sustainability goal (measurable objectives).
 - A slide on FAQs and keeping a slide deck of technical slides for Q&A on hand will also help if the public raises concerns specific to the SMCs.
- Current slide content appears to focus on interests of well owners, whereas environmental interests are less apparent. The group will consider how to more explicitly speak to environmental concerns (while trying to avoid jargon like “multi-beneficial”).

Factsheet

- Group briefly reviewed the draft factsheet, pointing to other examples to consider ([Delta-Mendota](#), [Solano](#), and [Corning](#)). Suggestions included:
 - Replace with map that has major roadways and GSAs borders clearly defined; use map on the website as example. Include the “find your GSA” link.
 - First section “hook” and last section “call to action” need to be more prominent. Consider larger font.
 - Add more water imagery to the first page (either an image or icon)
 - Individual section headers seem buried and need to be more prominent (Delta-Mendota and Solano are good examples)
 - Reduce text as much as possible (Delta-Mendota is good example of balanced amount of text).
 - Consider using icons (Corning and Delta-Mendota are good examples)
 - Reduce white space w/ images, figures, color, larger font/headers, etc. (Delta Mendota is good example)
- There’s some ambiguity regarding conditions for requiring metering on domestic well owners. SGMA does not give GSAs authority to require metering; however, certain GSA entities (e.g., water districts) have the authority independent of SGMA to enact requirements such as monitoring. The group suggested using wording from [DWR’s domestic well owners](#) brochure.

Public-Facing Point-of-Contact

- Group discussed who should be the external “spokesperson” and primary point-of-contact for the WG. Tom Gohring and John Lowrie from Water Forum previously served these roles.
- The future watershed coordinator would likely serve this role; however, the coordinator will likely need time to get up to speed on SGMA. The group recommended the spokesperson should be someone who has substantial understanding of SGMA and the basin, and is trusted by the GSAs.
- CBI can support the WG with coordination, but likely not as the external media spokesperson.

- The group recommended Austin serve this role as an interim spokesperson for the WG. The O&E Committee will present this recommendation for WG approval at the Feb 17 meeting.
- It will help to specifically outline the responsibilities and sideboards of the spokesperson. Also consider creating a WG-approved internal talking points document.

Outreach Planning

- Questions raised about past outreach and plans for future outreach. The WG developed/updated an [Outreach & Engagement Plan in 2019](#), which identifies past outreach activities through early 2019 and the general approach for O&E through GSP development. However, the plan should be updated with more specifics (e.g., detailed timeline, assigned outreach responsibilities, etc.) for 2021 and transitioning into GSP implementation.
 - SSCAWA is developing a 3-year C&E Plan that covers transition into GSP implementation. Mike can share once that's ready.
- Using the factsheet to develop other materials. Aiming to provide the WG a package of outreach tools to use as they choose. Materials may include:
 - Factsheet (letter handout and potentially as tri-fold)
 - Event flyer
 - Mailer postcard
 - News media release article
 - Social media post blurb
 - Talking points (internal document)

Future O&E Committee Topics

- Next meeting - Feb 5, 1:00-2:00p:
 - Review draft outreach materials
 - Review the O&E contacts table to assign outreach responsibilities to specific people.
 - Identify O&E committee meeting schedule
- Future meetings:
 - Educating those new to SGMA
 - Tracking GSAs' outreach
 - Public meeting slide deck content
 - Website revisions
 - Transition of O&E responsibilities between GSP development and implementation.
 - Update O&E Plan for GSP implementation