



# Cosumnes Subbasin Communication & Engagement

Cosumnes Subbasin Working Group  
January 16, 2019

# Preliminary Assessment Findings – Key Themes

*Phone interviews with 10 individuals across stakeholder category, based on interview list generated by Working Group*

- Important to provide stakeholders with information about how SGMA will (or might) affect them.
- However, at this early planning stage, there is not yet a concrete “hook” for engagement (i.e. new pumping costs and constraints)

*“Our audience is thinking about how this affects ‘me and my world.’”*

- Important to start *educating* community members now (so that 2022 doesn’t sneak up).

*“People are concerned about what they don’t know about. It’s easy for incorrect rumors to spread.”*

- Familiar, local organizations can serve as a trusted source of information. Consider training/briefing community & organizational leaders so they are well versed in SGMA and can relay info to their constituents.

*“Farmers get the bulk of their information locally.”*

# Preliminary Assessment Findings, cont.



- Identify critical areas and the people in those areas.
- Ensure that WG/TAC and GSA meetings are truly inclusive of new faces.
- Varied perspectives on the best time for meetings/public workshops: 6 pm is too late for some while daytime is difficult for others.
- Need pathway for EKI/TAC to receive information from existing research
- Communicate what GDEs are and how they are affected by groundwater.

# Communications & Engagement Plan - Working Draft

## Remaining pieces to fill in:

- GSA Board Meetings – date, time, location (p. 6)
- Appendix A: Cosumnes Subbasin Stakeholder “Lay of the Land” - *WG & CBI will fill in this table, aided by public workshops, small group meetings, etc.*
- Appendix B: List of Cosumnes Subbasin Stakeholders by Category & GSA (p. 11-12)
- Appendix C: Completed Outreach Activities & Meetings - *Add relevant GSA Board meetings (as in where SGMA was discussed)* (p. 13)
- Appendix G: Anticipated GSA Outreach Tasks (p. 17)

# Communications & Engagement Plan - Working Draft

## Key Questions

- Standing Advisory Body? (p. 6)
- Working Group Communications Committee? (p. 8)
- Other feedback?

## Next Steps

- Working Group subcommittee to refine Plan for consideration at February Working Group meeting?

# Outreach Activity Tracker



Online at [www.surveymonkey.com/r/cosumnesoutreach](http://www.surveymonkey.com/r/cosumnesoutreach)  
(link at bottom of Cosumnes homepage)

Feeds Appendix C: Completed Outreach Activities & Meetings (p. 13)