



Agenda Item 7: Outreach and Engagement Update

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Agenda Packet (p. 10)

*Draft slides, subject to change

Outreach and Engagement Update

- Joint PMA Committee/CAC meeting (Oct 24)
- Farmers Survey
- Planning for public workshop (Dec)
- O&E Team call (later today)
- **Interviews and meeting feedback for C&E Plan update**
- **Looking Forward into 2023**
 - CAC meeting (domestic well owners, funding mechanisms)
 - TAC formation



Seeking CGA feedback/ guidance on O&E and holding initial discussions about 2023 activities

Farmers Survey

Purpose:

- Assess the interest of farmers/ranchers in participating in efforts to reduce water use as well as increase water supply by engaging in managed aquifer recharge
- Understand potential types of incentives

Completely confidential, not obliged to answer all questions

<https://forms.gle/CTXJLDV3VBX56UMaA>

Public Workshop Planning Update

- Date: TBD (Jan-Feb)
- Purpose
 - The status of GSP implementation
 - Potential projects to contribute to sustainability
 - Funding sources and timelines for feasibility studies and project implementation

Public Workshop Topics

- Local Groundwater Status
- SGMA, Cosumnes Governance, GSP Overview and Implementation Update
 - PMA Feedback
 - Funding Update

O&E Team

- Public Workshop Planning
- Farmer Survey Distribution and Farmer Engagement
- Letters of Support (DWR Grant App): DAC/SDACs, Tribes, etc.
- Other Outreach Issues (Factsheets, newsletter, TAC, etc.)

Improving Outreach & Engagement Interviews and Meeting Feedback



- May-Aug, CBI conducted 15 calls with Stakeholders and CAC members
- CAC Meeting #1
- Meeting feedback form
- Additional informal emails and conversations

Interviewed Stakeholders and CAC members

1. **Belinda Ellis, CAC, Galt-Arno Cemetery District**
2. Bridget Gibbons, CA Dept of Fish & Wildlife
3. **Dave Means, CAC, public lands mgt**
4. **Eugene Rose, CAC*, Wilton News**
5. **Gary McEnerny, CAC, farmer/landowner**
6. John Lundgren, Sac County Sustainability Mgr
7. **Mark Nelson, CAC, rancher/farmer**
8. Megan Floyd, Sac County Env't Mgt
9. **Neil Dubrovsky, CAC, ECOS**
10. Oriana Bleecher, private landowner conservation
11. Sara Sweet, The Nature Conservancy
12. **Teresa Flewellyn*, CAC, ag res**
13. **Tish Espinosa*, CAC, ag res**
14. **Tom Malson, CAC, previously Ci of Galt**

Affiliations/descriptions are not comprehensive. Still interested in speaking with other key stakeholders, including Tribes, DAC/SDAC-affiliated organizations, other ag perspectives.

**E Rose is no longer an active CAC member; T Flewellyn and T Espinosa met with CBI twice on O&E and CAC in separate calls*

Improving Outreach & Engagement

What we've been hearing thus far



Challenges:

- Many still don't understand or are unprepared to engage
- Worried about how they'll be affected; some much more affected than others
- Everyone's busy or limited on resources
- Unclear about meaningful involvement
- Fear/confusion → trust issues
- Balance b/w responding to concerns and staying on topic

Opportunities:

- Lots to build off from
- New interest since Plan development
- New/improved resources and contacts
- New partners and support (e.g., CAC, O&E Team)
- Joint fact-finding
- MANY lessons learned

Issues of Interest



Projects & Implementation

- When projects break ground and how long it will take before we see positive results in Cosumnes
- The focus in the GSP on government-affiliated projects; skepticism about large agencies having the Basin's best interest at heart

Viability and Cost

- Wells running dry and associated costs
- How much will GSP Implementation cost and who pays?

Dealing with Uncertainty

- Depending on science that is difficult to understand



Issues of Interest (continued)

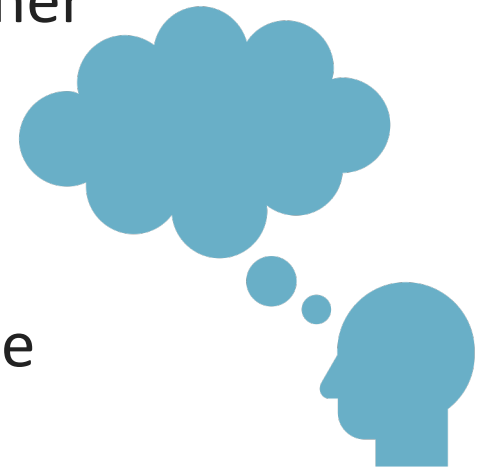


Equitable, Transparent, Informed, Collaborative Process

- Will those that need help, get that help? (Enough water, compensation, etc.)
- How issues are considered, discussed, and decided upon
- How to ensure informed dialogue on accurate information
- How to problem solve together in efficient and effective manner

Outreach and Engagement

- How to bring in the hard-to-reach voices
- How public feedback is considered and incorporated
- Ensuring every groundwater user in the basin knows about the GSP



Selected O&E Suggestions



- Provide information in advance with sufficient time to prepare
 - Digest the material, ask questions, vet ideas
- Ensure consistent, transparent, and authentic messaging
 - Empower your messengers (committee members, partners, GSAs, etc.)
- Improve how we meaningfully consider and respond to suggestions and feedback; document accordingly (why it is or isn't incorporated)
- Pique interest by drawing connections to issues of highest concern
 - Encourage responses to outreach by emphasizing that fees may be involved

Proposed Outreach Ideas



Methods

- Social Media
- Newspapers
- Newsletters & Mailing Lists
- Flyers and Mailers Recordings (video or podcast)
- Multi-language
- Tabling, Presentations, One-on-One conversations

Underutilized Audiences/Venues

- Kiosks
- Grocery Stores
- Feed Stores/Tractor Supply
- Post Offices
- Schools/4H/FFA
- Fire Department Marquis
- Meetings – Farm Bureau, City Councils

Looking Forward into 2023



- PMA feasibility and implementation
- Funding mechanisms (grants and fee study)
- Partnerships
- Annual report
- Shallow well impacts
- Groundwater dependent ecosystems
- Regional/watershed planning
- Additional data gaps
- Implications of external efforts (Delta Conveyance, new well permitting, etc.)
- General Public and Stakeholders
 - Domestic well owners
 - Farmers and Ranchers
 - Technical Advisory Committee
 - Disadvantaged Communities
 - Tribes
- Staffing and Capacity
- Others?

Initial CGA Discussion



How can we improve engagement, broadly and within?

- Reactions to 2023 activities? Anything missing?
- What O&E methods seem most effective to use in 2023? If you had to choose your top three?
- Who should do what? Are these reasonable asks?

CGA Staff

Consultants

CGA Board Members

PMA Committee

Citizen Advisory Committee

Technical Advisory Committee

Ad Hocs

O&E Team

GSAs

Partners

- What would you like to see and discuss at the December 19 CGA meeting?

Outreach & Engagement | Next Steps

Upcoming Activities / Meetings

- Public Workshop
 - Date TBD, currently looking at Jan/Feb
- C&E Plan Update
 - December 2022
- CGA Board Meetings
 - December 19
 - January 23 [4th Monday]