SUSTAINABLE GROUNDWATER MANAGEMENT ACT
REQUIREMENTS FOR PUBLIC OUTREACH AND STAKEHOLDER ENGAGEMENT

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GRACast Web Seminar
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Outline

- SGMA Citations / References
- DWR - SGMA Strategic Plan References
- Outreach and Engagement and the Balance between Legislative language and real-world application
Water Code Additions

- Water Code 113. STATE POLICY OF SUSTAINABLE, LOCAL GROUNDWATER MANAGEMENT:

  “…resources be managed sustainably for long-term reliability and multiple economic, social, and environmental benefits for current and future beneficial uses.”
Chapter 1: General Provisions

- 10720.1. LEGISLATIVE INTENT
  - Add citations
Chapter 2: Definitions

10721. DEFINITIONS

- (j) “Groundwater sustainability agency” means one or more local agencies
- (m) “Local agency” means a local public agency that has water supply, water management, or land use responsibilities within a groundwater basin.
CHAPTER 4: Establishing GSAs

10723.2. CONSIDERATION OF ALL INTERESTS OF ALL BENEFICIAL USES AND USERS OF GROUNDWATER

- Includes Ag users, domestic well users, local planning agencies, environmental users, the federal government, Tribes, etc.
CHAPTER 4: Establishing GSAs

10723.4. MAINTENANCE OF INTERESTED PERSONS LIST

- The groundwater sustainability agency shall establish and maintain a list of persons interested in receiving notices regarding plan preparation, meeting announcements, and availability of draft plans, maps, and other relevant documents. Any person may request, in writing, to be placed on the list of interested persons.
CHAPTER 4: Establishing GSAs

10723.8. NOTIFICATION OF DEPARTMENT AND POSTING BY DEPARTMENT

(a) Within 30 days …the GSA shall inform the department of formation which will include… A list of interested parties developed pursuant to Section 10723.2 and an explanation of how their interests will be considered in the development and operation of GSA
10726.8. RELATIONSHIP OF THIS PART TO OTHER LAWS

(a) …not a limitation on, the authority granted to a local agency under any other law.

(f) Nothing… shall be interpreted as superseding the land use authority of cities and counties, including the city or county general plan, within the overlying basin.
Chapter 6: GSP

10727.8. PUBLIC NOTIFICATION AND PARTICIPATION; ADVISORY COMMITTEE

- a) Prior to initiating the development of a GSP, the GSA shall make available to the public and the department a written statement describing the manner in which interested parties may participate... The GSA may appoint and consult with an advisory committee consisting of interested parties... The GSA shall encourage the active involvement of diverse social, cultural, and economic elements...
DWR SGMA Strategic Plan

- Successful implementation is directly tied to effective communication and outreach, in addition to coordination at all levels of government.

- Fostering robust communication amongst multiple entities with differing roles and responsibilities and stakeholders with differing and sometimes conflicting interests will further chances for success.
Thank You

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Stakeholder Education & Outreach

GRACast: Public Participation

Lucy Eidam Crocker
May 13, 2015
Outreach?
An open, public process that …

- Educates stakeholders
- Solicits feedback
- Incorporates input
- Moves a project forward
Mandatory Interested Parties

Identify target audiences: internal & external

- Groundwater users
- Water agency staff/management
- Board members and elected officials
- Tribes
- Local, regional, state government
- Agriculture and other water rights holders
Other Audiences to Consider

Prioritize: primary & secondary

- GSA members
- Residential, community groups
- Planning, utility commissions
- Business and economic development community
- Ag, environmental
- Media
Gain insights through research

SWOT analysis

Develop a Plan
Set a strategic foundation

Research
- Qualitative: Focus Groups · Intercepts
- Interviews · Social Media
- Quantitative: Online Surveys · Phone Surveys

Research Analysis & Insights

Strategic Planning
- Audience Segmentation · Key Messages
- Goals · Objectives

Branding

Communication Tactics
- Media Relations
- Advertising
- Stakeholder Engagement
- Community Outreach
- Web & Social Media

Measurement · Analytics

Objectives Achieved
Develop a Plan
Define your focus

- Identify a clear communications goal
- Measurable objectives = success
- Identify key milestones
- Focus on 3-5 key messages
Develop a Plan

Implement tactics designed to carry messages to/from your target audience

- Public participation plan
- Stakeholder database
- Outreach materials (fact sheet, website, eblast)
- Stakeholder meetings (committees, briefings)
- Public meetings (hearings, open houses)
- Media relations
Develop a Plan

- Analyze throughout, shift if necessary
- Ensure two-way dialogue
Is it Working?
Symptoms of Strong Outreach

- Clear communication
- Unified voice
- Positive press coverage
- Aware, engaged stakeholders
- No calls to electeds, management
- Support from chambers, others
Is it Working?
Symptoms of Poor Outreach

- Miscommunication
- Mixed messages
- Negative press coverage

- Unaware, uneducated stakeholders
- Calls to electeds, management
- Unbalanced statements at board meetings
Resources

- Reach out to other agencies
- Consider a facilitator or public outreach consultant
- Attend the GRA event on June 2 in Sacramento!

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Engagement & Collaboration for Effective SGMA Implementation

Anna West
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Agenda

• The Case for Collaboration & Engagement
  • in structuring governance and forming a GSA
  • in ongoing public outreach

• Challenges to Effective Collaboration & Engagement

• Collaborative Approach to GSA Formation

• Solutions: Collaborative GSA Formation

• Solutions: Effective Public Engagement

• Models of Engagement
Why Collaborate?

**HYDROLOGY**
Groundwater doesn’t observe political and jurisdictional boundaries

**DURABILITY**
Early collaboration and engagement can reduce conflict in the long run

**SHARED LEARNING**
Promotes understanding of needs and interests that will affect long-term governance
The Case for Collaboration in GSA Formation

Hypothetical Basin Model

Example of Current Groundwater Management Jurisdictional Challenges

Legend:
- Subbasin
- County
- Neighboring Subbasins
- Foothills Area
The Case for Collaboration in GSA Formation

51 GSA-eligible entities

Colusa Subbasin
The Case for Collaboration in GSA Formation

Yolo Subbasin

20 GSA-eligible entities
The Case for Collaboration in GSA Formation

Kern County Subbasin

30 GSA-eligible entities
Challenges to Effective Collaboration & Engagement

- **Groundwater management relates to core needs & deeply held values**
  Lives and livelihoods are built around groundwater use.

- **Technically complex subject matter**
  Groundwater hydrology is complex and mostly out of sight, and information is not always accessible.

- **Large number of diverse interests and need for effective decision-making**
  Local government, Water Districts, Agriculture, Environmental, EDCs/EJ, landowners, etc.
Identify stakeholders & understand their needs, interests, and concerns

- Local governments
- Water agencies
- Farm Bureaus / other ag interests
- Environmental NGOs
- Environmental Justice Communities
- Overlying landowners

Build understanding

- Educate stakeholders about governance requirements
- Develop common understanding of technical basin characteristics

Engage stakeholders strategically

- E.g. Effective engagement of private pumpers may look different than effective engagement of County Supervisors
- Effective engagement may vary by region
Solutions for Collaborative GSA Formation

• Build on familiar or existing structures and collaboration, such as existing advisory committees or inter-jurisdictional arrangements, e.g. JPAs.

• Find neutral territory so no single party “owns” the process

• Don’t force early decisions: lower the stakes of early discussions to develop trust and build momentum

• Don’t rush: Start with small convenings and incrementally expand the focus and stakeholders

• Employ a mutual gains approach to “expand the pie” and create value while addressing diverse interests
Invest early in building understanding among stakeholders – it will lead to more productive engagement and reduce conflict in the long run.

Clear, up-front communications with all stakeholders will reduce confusion and suspicion of closed-door planning.

Identify representatives for hard-to-reach audiences to serve as active participants and liaisons to their broader community.

Provide a variety of tools to accommodate diverse learning and engagement styles.

Put in extra effort to engage difficult-to-reach communities and stakeholders.
IAP2 Spectrum

**Increasing Level of Public Impact**

- **Inform**
  - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

- **Consult**
  - To obtain public feedback on analysis, alternatives and/or decisions.

- **Involve**
  - To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

- **Collaborate**
  - To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

- **Empower**
  - To place final decision-making in the hands of the public.

**Public participation goal**

**Promise to the public**

- We will keep you informed.

- We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

- We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

- We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

- We will implement what you decide.

**Example techniques**

- Fact sheets
- Web sites
- Open houses
- Public comment
- Focus groups
- Surveys
- Public meetings
- Workshops
- Deliberative polling
- Citizen advisory committees
- Consensus-building
- Participatory decision-making
- Citizen juries
- Ballots
- Delegated decision
Collaborative Approach to GSA Formation & GSP Development

ID & Assess Stakeholder Interests

GSA Formation

Build Understanding about governance requirements • technical basin characteristics

GSP Development
Models of Engagement – Option 1

GSA

Decision-making

Active Engagement

Public Outreach

- Fact Sheets
- Websites
- Open Houses

Public Workshops
Focus Groups
One-on-One Outreach
Models of Engagement – Option 2

Decision-making

GSA

Advisory Body

Active Engagement

Public Workshops
Focus Groups
One-on-One Outreach

Public Outreach

- Fact Sheets
- Websites
- Open Houses
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THANK YOU

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Facilitator Roles and Benefits

- Presented by: Senior Mediator Gina Bartlett
- For the Groundwater Resources Association of California, Sustainable Groundwater Management Act Series
- May 13, 2015
Keeps up focused
Manages people and process
Asks poignant questions
Clarifies agreements
Creates efficiencies
Strategic: policy, politics, process
Facilitator! OH NO!

- Doesn’t “get it”
- Controlling & Losing Control
- In the way
- Talks too much
- Too much process
- Too many meetings
Why are some facilitators better than others

- Actively manage the process
- Engage deeply in the substance
- Think strategically about negotiation
- Conduct policy analysis and synthesis
- Strengthen facilitative leadership and organizational capacity

Source: Facilitation...or Something More? Pat Field, CBI Reports, 2010
When to work with a facilitator

- Preserving relationships is critical
- Need to get a lot done
- Group is hard to manage
- Value for impartial facilitator
- Build trust
Ways Mediators and Facilitators can help under SGMA

During GW Sustainability Agency Formation
- Assessment
- Governance Structures
- Convening Documents
- Engage Interested Parties Effectively

During GW Sustainability Plan Development
- Develop Data Collection Goals and Protocols
- Joint Fact Finding
- Consensus-based Decisions
- Engage Interested Parties Effectively

Sources:
Stanford’s Water in the West Report: California’s Sustainable Groundwater Management Act, Recommendations for Preventing and Resolving Groundwater Conflicts
Gina Bartlett Presentation at Stanford University Groundwater Dispute Resolution
Facilitation: Is it right for your GSA process?

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GAB: THE GROUNDWATER ACT BLOG

THE GROUNDWATER ACT BLOG (GAB) FEATURES GUEST POSTS ON A VARIETY OF GROUNDWATER ISSUES.

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