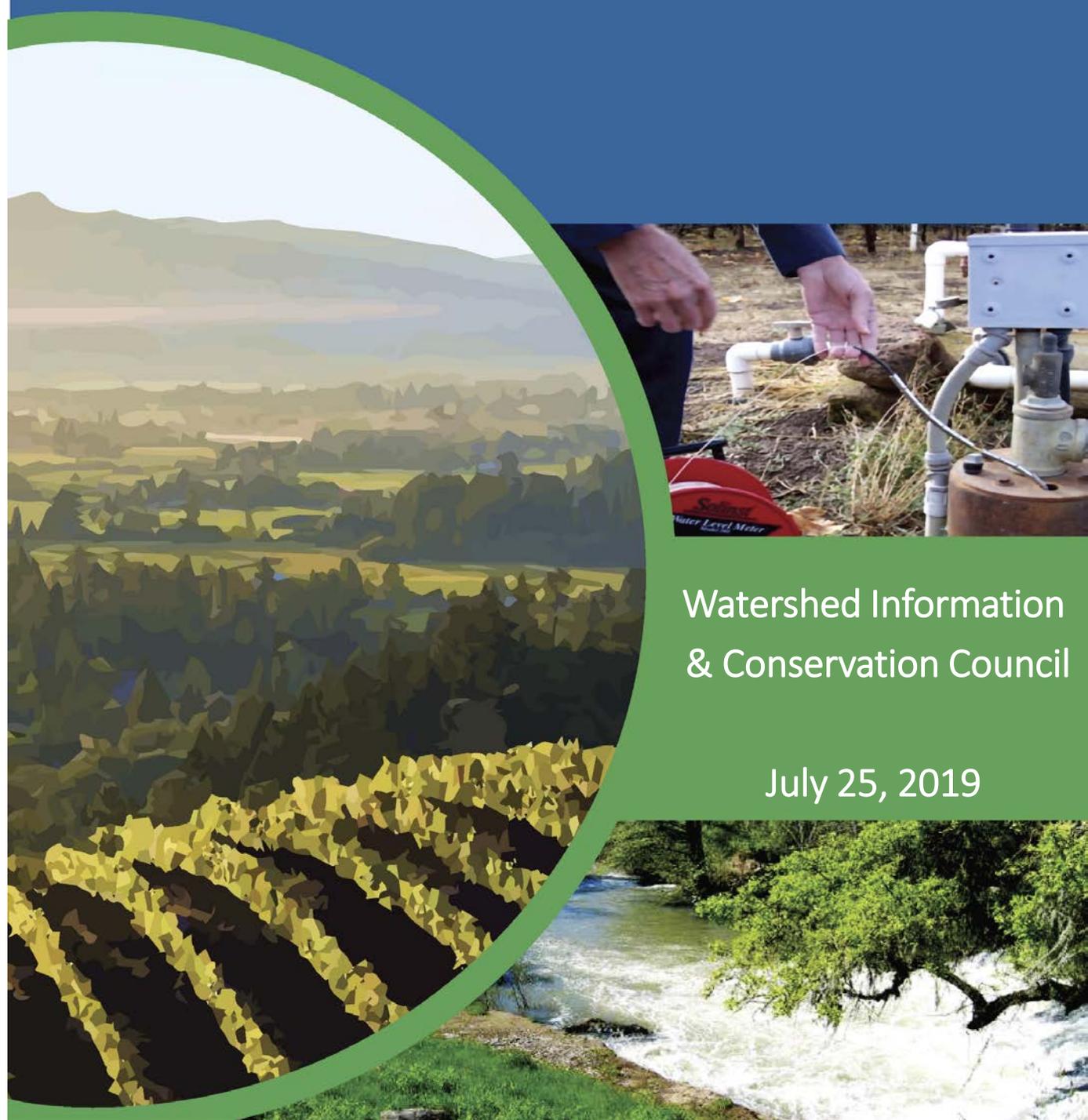




Napa County: 2019 SGMA Stakeholder Outreach Survey

Watershed Information
& Conservation Council



Watershed Information
& Conservation Council

July 25, 2019

OUTLINE

Groundwater Stakeholder Survey

- I. Survey Overview
- II. Distribution
- III. Stakeholder Responses
- IV. Next Steps



I. SURVEY OVERVIEW

Objective

- Help guide groundwater outreach efforts specific to the Napa Valley Subbasin for SGMA purposes and for other areas of the county in support of the countywide Groundwater Sustainability Program
- Update understanding of interests of diverse stakeholders and adjust outreach to best serve and inform the greater community

15 Questions – Prepared based upon similar stakeholder surveys conducted in other basins across California



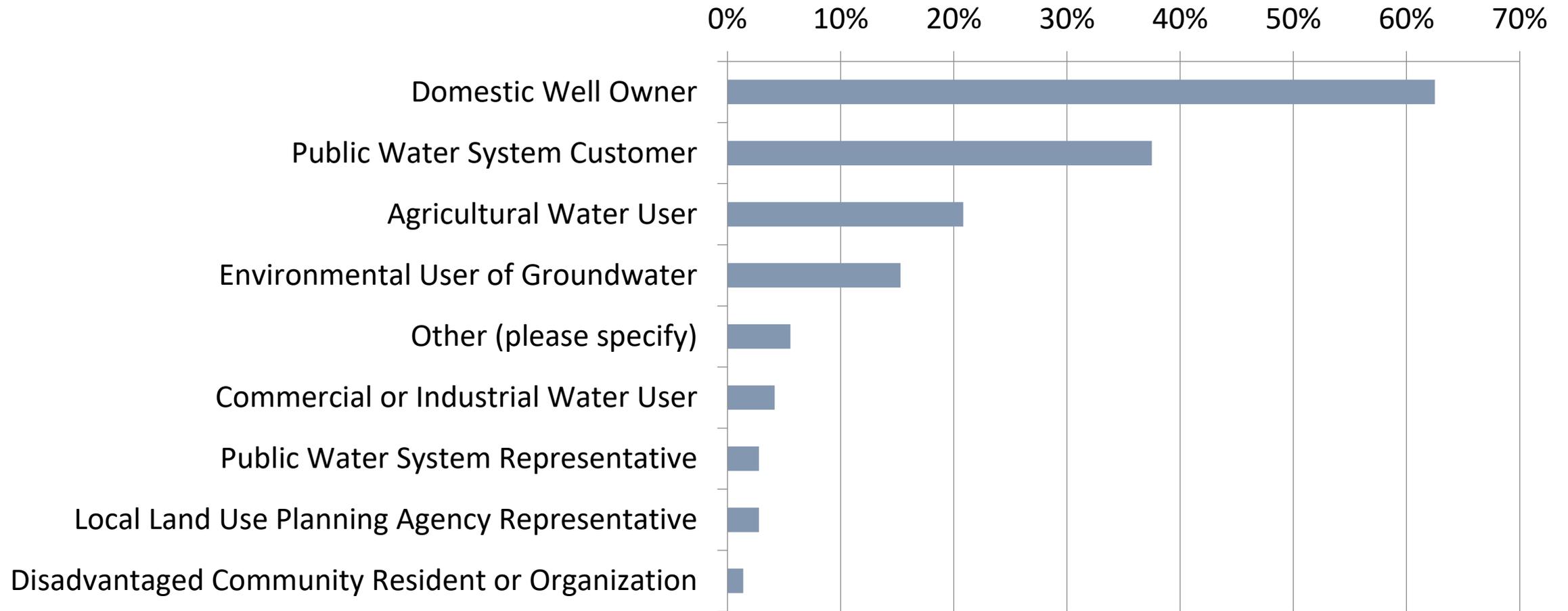
II. DISTRIBUTION

- **Survey published on June 6, 2019**
- **Distribution by email, e-news, listserv, website features**
 - I. Survey link was emailed to over 1,740 recipients
 - II. Survey link included in WICC and Napa RCD e-newsletters
 - III. Featured on WICC and Napa County Groundwater Sustainability Program websites
- **74 responses received through July 24, 2019**



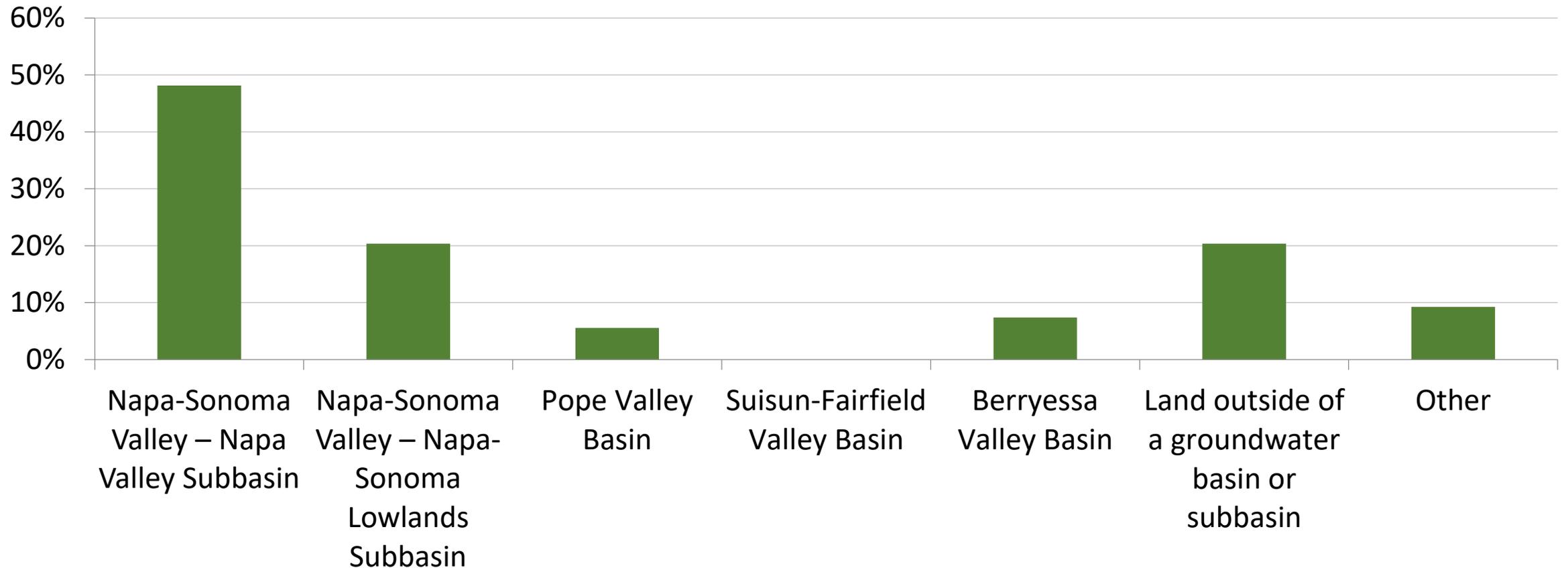
III. STAKEHOLDER RESPONSE

Stakeholder/Interested Party Types



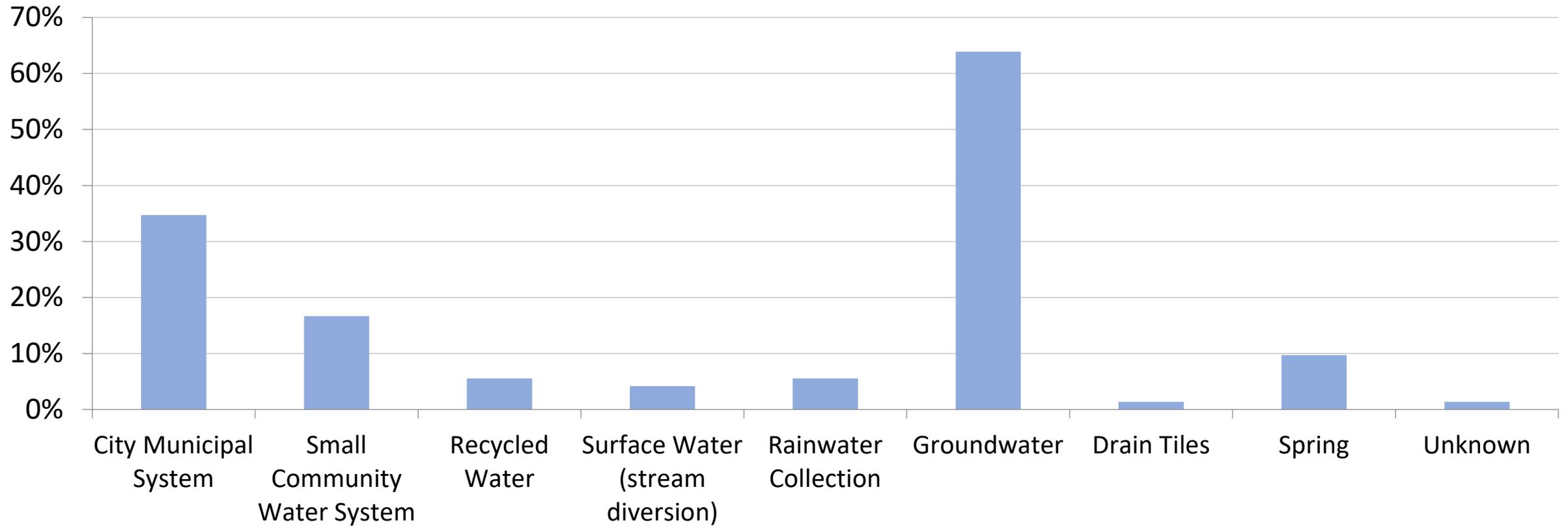
III. STAKEHOLDER RESPONSE

Stakeholder land affiliation with state designated groundwater basins



III. STAKEHOLDER RESPONSE

Stakeholder Water Sources



III. STAKEHOLDER RESPONSE

Q: What aspects of SGMA implementation in Napa County would you like to learn more about?

Main Responses:

- Everything!
- Small scale well owner rights and future decision making
- Commercial and agricultural water use and management
- Groundwater supply/quality monitoring and protection



III. STAKEHOLDER RESPONSE

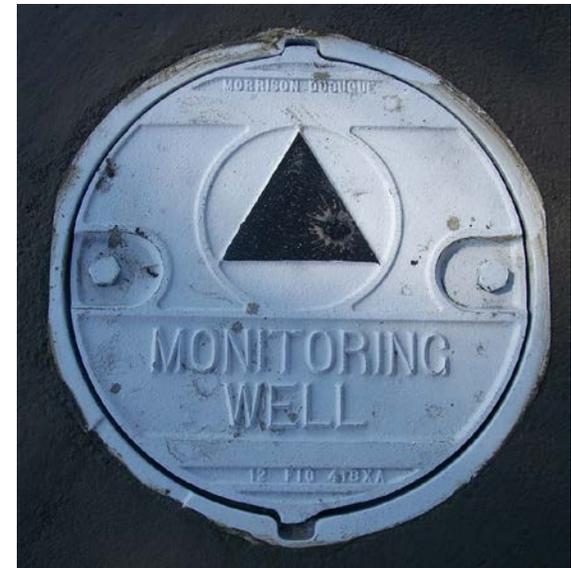
Q: What are your concerns, if any, about groundwater management?

Primary Concerns:

- Neighboring groundwater pumping impacting individual wells
- Commercial development degrading groundwater supply, fish, wildlife habitat, and environmental quality
- Degree of informed decision and regulation implementation

Secondary Concerns:

- Protection of well owner rights and fair treatment
- Climate change impacts



III. STAKEHOLDER RESPONSE

Q: What recommendations do you have to improve community and well owner outreach and education related to local groundwater resources?

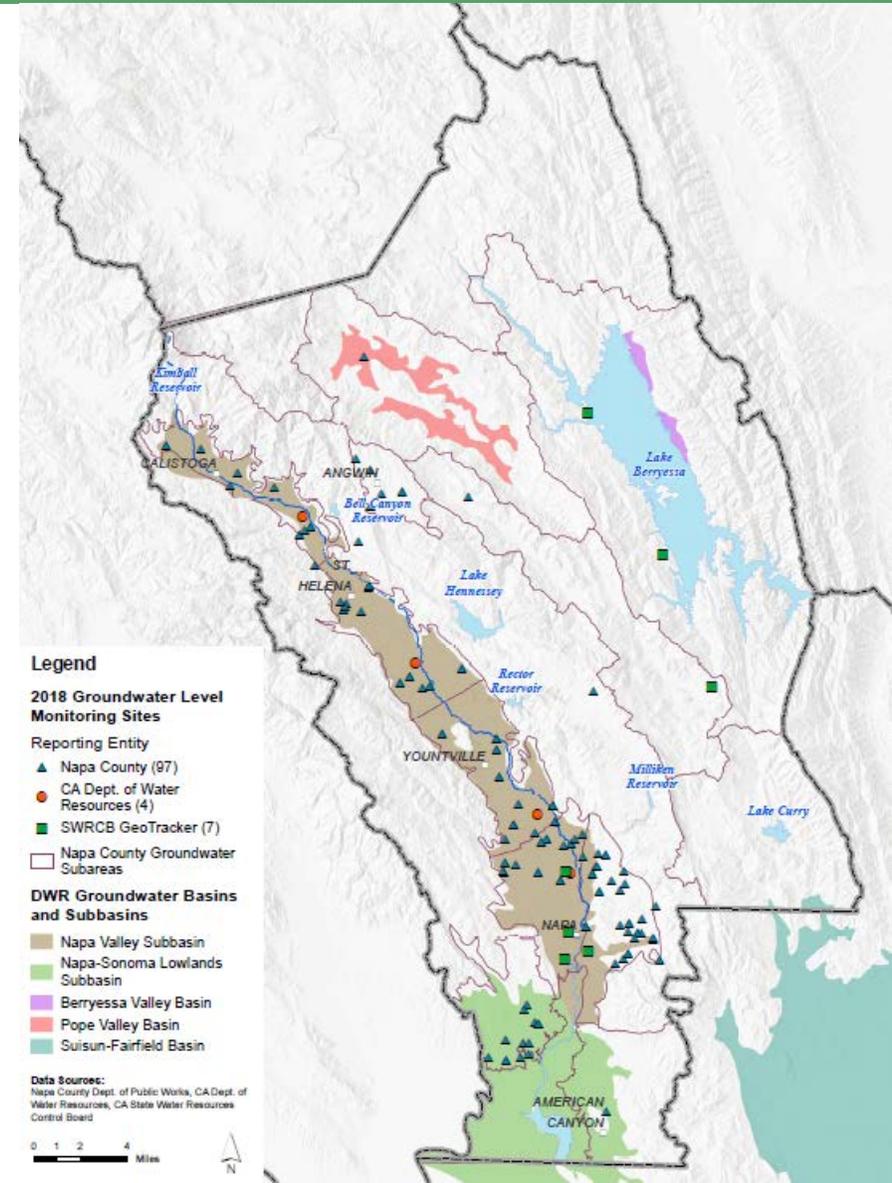
Main Responses:

- Persistent contact/outreach to individuals and community groups
- Post regular status updates regarding groundwater levels/pumping through various media (ex. physical signs, online link with water bill, email, mailings)
- Hold more educational events (podcasts, webinars, workshops) on basic groundwater behavior and more specific information on groundwater supply, quality, and use

IV. NEXT STEPS

Based on the survey responses:

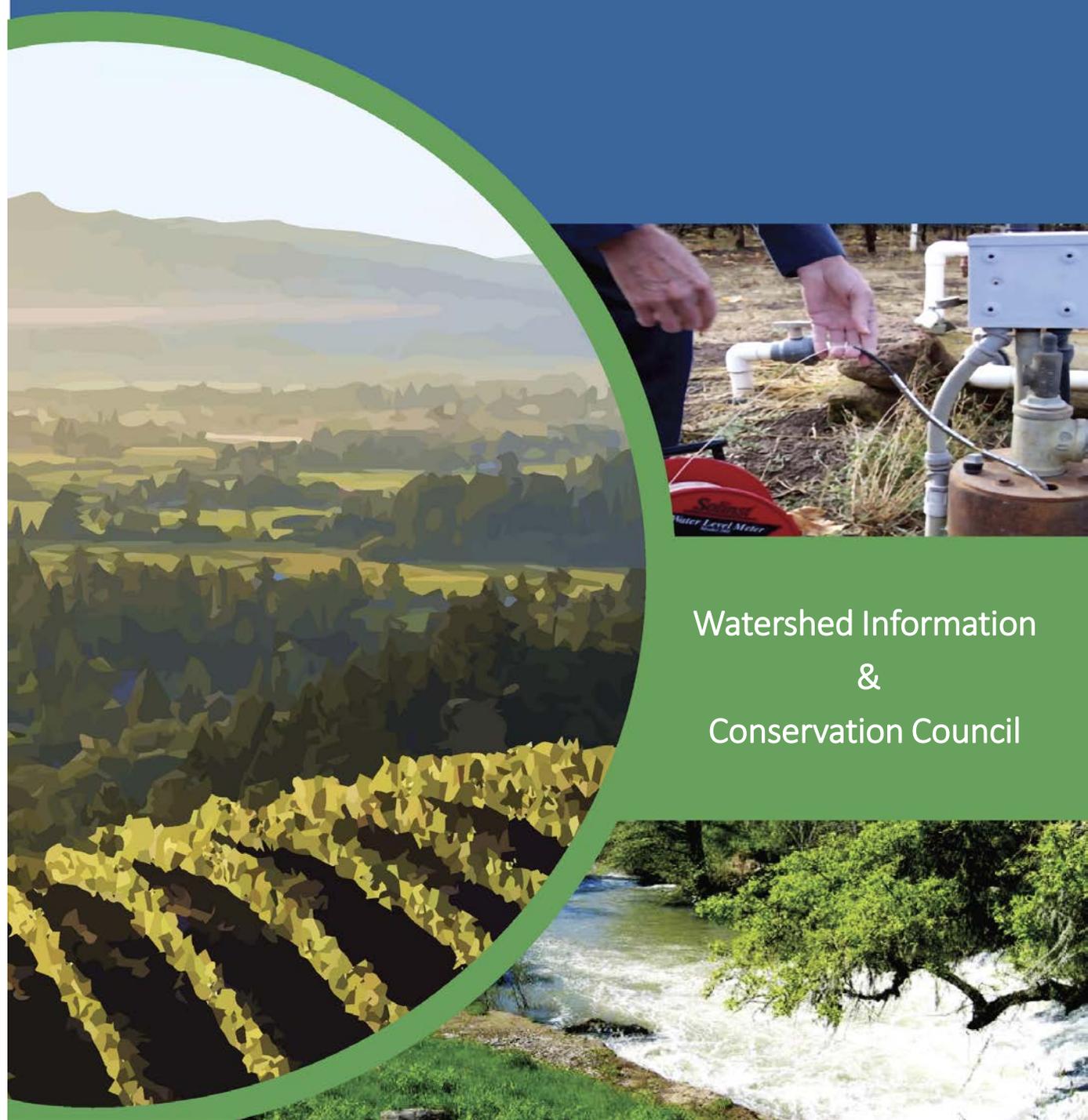
- I. Update outreach methods and content
- II. Update the Communication and Outreach Plan
- III. Follow-up with well owners who indicated interest in contributing to the County monitoring network





Napa County Communications and Education (C&E) Plan Updates

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C&E PLAN UPDATES

- Part of the 5-year update to the Napa Valley Subbasin GSP Alternative
- Consistent with GSP regulations
- Will include updates on opportunities for public engagement and SGMA implementation progress



A Tradition of Stewardship
A Commitment to Service



Napa County
Groundwater Resources
Advisory Committee

COMMUNICATION AND EDUCATION PLAN
August 23, 2012

I. Purpose and Overview

The purpose of this plan is to serve as a strategic guide for the public communication and education activities of the Napa County Groundwater Resources Advisory Committee (GRAC). The **communication** goal of the plan is to ensure that interested parties, and Napa County residents as a whole, are well-informed of the deliberations and activities of the GRAC. The **education** goal of the plan is to increase the understanding of groundwater resources so that interested parties and Napa County residents as a whole have a factual basis for discussion and decision making. Key elements of this plan include a set of objectives and guiding principles, a list of potential audiences and partners, and fundamental messages. A series of communication and education strategies are also provided. The last element of the plan includes a recommendation for periodic evaluation of the plan's implementation and effectiveness.

II. Objectives

- Ensure that interested parties and residents as a whole are aware of the GRAC's work, schedule, progress, and deliberations, and have opportunities to provide input.
- Expand participation in the County's voluntary groundwater level monitoring efforts and potential optional groundwater quality monitoring.
- Establish a common understanding of groundwater resources in the County, including conditions and trends evidenced by monitoring data and scientific analyses.
- Support informed public dialogue and policy decision-making regarding groundwater resources in Napa County.
- Establish consensus from the GRAC members on the Communication and Education Plan and its purpose.

III. Guiding Principles

- Be proactive and utilize GRAC member's existing networks to help locate appropriate well owners.
- Partner with interested groups and individuals to leverage existing communication networks and programs.
- Provide information and materials in a timely manner, allow interested parties to provide input and participate.
- Characterize messages and activities, so that interested parties in different areas hear the same messages.

C&E PLAN UPDATES

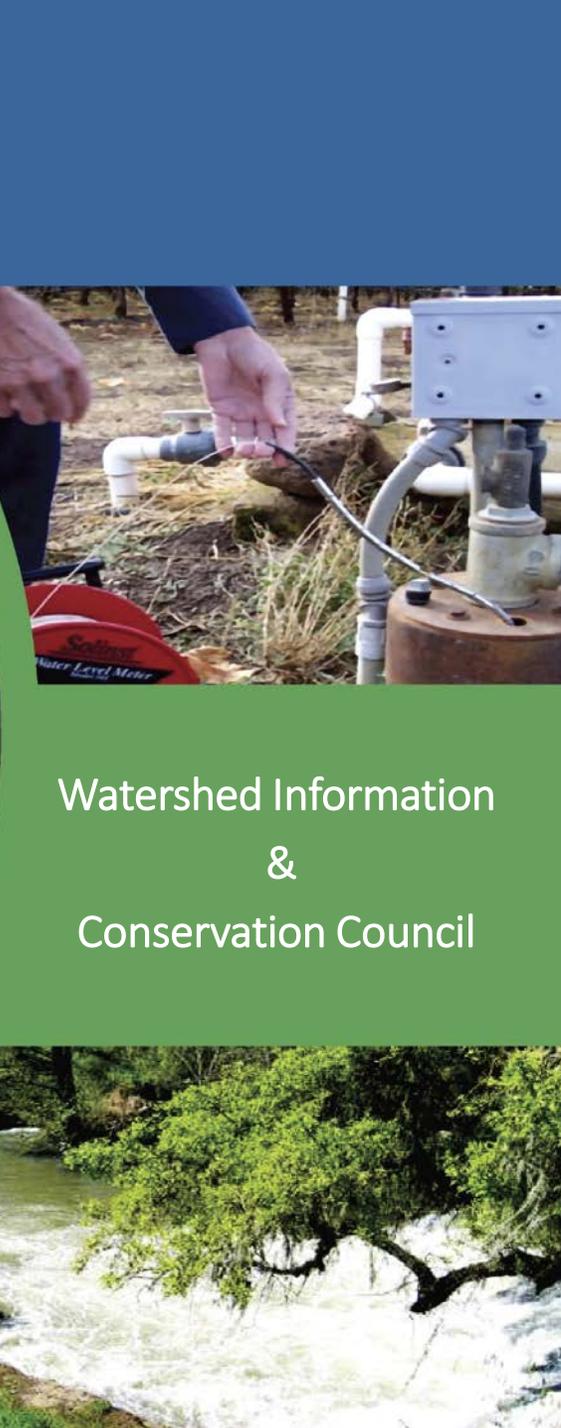
C&E Plan – Draft Table of Contents

- I. Introduction and Objectives
- II. Stakeholder Communications and Engagement Goal
- III. Commitment to the Public and Stakeholders
- IV. Our Stakeholders
- V. Decision-Making Process
- VI. Options for Public and Stakeholder Involvement
- VII. Desired Outcomes

C&E PLAN UPDATES

C&E Plan - Moving Forward

- Provide clear descriptions of the decision-making process
- Provide opportunities for public engagement and input
- Encourage active involvement of stakeholders from diverse social, cultural, and economic backgrounds
- Include a method of progress reporting regarding GSP Alternative status, groundwater projects, and management actions



Q & A
and
Discussion

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