



AGENDA

SPECIAL BOARD MEETING

Thursday, November 20, 2014, 4:00 p.m.

NCTPA/NVTA Conference Room
625 Burnell Street, Napa CA 94559

- NOTE SPECIAL LOCATION -

Board of Directors

Susan Boswell
Tosha Comendant
Diane Dillon
Marita Dorenbecher
Michael Haley
Gary Kraus
Jason Lauritsen
Kenneth Leary
Mark Luce
Gretchen Stranzl
McCann
Marc Pandone
Matt Pope
Jeff Reichel
Scott Sedgley
Pamela Smithers
Rita Steiner
Peter White

Alternate

Keith Caldwell

Staff

Patrick Lowe,
Secretary
Natural Resources
Conservation Mngr.,
Public Works

Jeff Sharp,
Principal Planner,
Public Works

Robert C. Martin,
Legal Counsel
Deputy Counsel,
County Counsel's
Office

804 First Street,
Napa, CA
94559-2623

Tel: 707-259-8600

info@napawatersheds.org

1. **CALL TO ORDER & ROLL CALL** (Chair)

2. **APPROVAL OF ACTION MINUTES**

Meeting of September 9, 2014 (Chair) (2 min)

3. **PUBLIC COMMENT**

In this time period, anyone may comment to the Board regarding any subject over which the Board has jurisdiction, or request consideration to place an item on a future Agenda. No comments will be allowed involving any subject matter that is scheduled for discussion as part of this Agenda. Individuals will be limited to a three-minute presentation. No action will be taken by the Board as a result of any item presented at this time. (Chair)

4. **UPDATES, REPORTS AND DISCUSSION**

- a) Update on **Napa County's Water Availability Analysis** public workshop held November 5, 2014 (WICC Staff) (5 min)
- b) Report on the publication of the **2015 Watershed Education Calendar** – "Favorite Watershed Places" (Eric McKee, Education Program Coordinator, Napa County RCD) (5 min)
- c) Other reports and updates (WICC Staff; Board)

5. **DISCUSSION AND POSSIBLE ADOPTION OF STRATEGIC PLAN**

Board discussion and possible adoption of **WICC Strategic Plan** facilitated by staff and strategic planning consultant (Board/Staff/Consultant) (1 hrs)

(cont.)

6. PRESENTATION AND DISCUSSION

- a) Presentation on **2014 fisheries monitoring** efforts and results (Jonathan Koehler Senior Biologist, Napa County RCD) *(10 min)*

- b) "**What do you need to know, to plan for climate change impacts** on your operations in Napa Valley?" a presentation on the **Climate Ready North Bay Project** to generate information and products for planners, resource managers, and decision-makers, for application to real-world climate adaptation challenges using a consistent analysis framework across the North Bay region (Caitlin Cornwall, project co-lead, Sonoma Ecology Center/North Bay Climate Adaptation Initiative) *(20 min)*

7. INFORMATIONAL ANNOUNCEMENTS

Exchange of **informational announcements and events** (WICC Staff, Board, and Public) *(5 min)*

8. FUTURE AGENDA ITEMS

Discussion of possible **items for future agendas** (Board, WICC Staff)

9. NEXT MEETING (Chair)

Regularly Scheduled Board Meeting: **January 22, 2015 – 4:00 p.m.**

10. ADJOURNMENT (Chair)

Note: If requested, the agenda and documents in the agenda packet shall be made available in appropriate alternative formats to persons with a disability. Please contact Jeff Sharp at 707-259-5936, 804 First St., Napa CA 94559-2623.





-- ACTION MINUTES --

SPECIAL BOARD MEETING

Thursday, September 25, 2014, 4:00 p.m.

NCTPA/NVTA Conference Room
625 Burnell Street, Napa CA 94559

- NOTE SPECIAL LOCATION -

Board of Directors

- Susan Boswell
Tosha Comendant
Diane Dillon
Marita Dorenbecher
Michael Haley
Gary Kraus
Jason Lauritsen
Kenneth Leary
Mark Luce
Gretchen Stranzl
McCann
Marc Pandone
Matt Pope
Jeff Reichel
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94559-2623

Tel: 707-259-8600

info@napawatersheds.org

1. CALL TO ORDER & ROLL CALL (Chair)

Members Present: Tosha Comendant, Marita Dorenbecher, Kenneth Leary, Mark Luce, Gretchen Stranzl McCann, Marc Pandone, Jeff Reichel, Peter White, Rita Steiner, Keith Caldwell

Members excused: Diane Dillon, Michael Haley, Gary Kraus, Jason Lauritsen, Scott Sedgley, Pamela Smithers

Members absent: Susan Boswell, Matt Pope

Staff present: Patrick Lowe, Jeff Sharp

2. APPROVAL OF ACTION MINUTES

Meeting of May 22, 2014 and August 5, 2014 (Chair) (2 min)

Approved as presented

Table with 17 columns: SB, TC, DD, MD, MH, GK, JL, KL, ML, GSMC, MP1, MP2, JR, SS, PS, RS, PW, KC. Row 1: A, E, E, E, E, E, E, A, E, E.

3. PUBLIC COMMENT

In this time period, anyone may comment to the Board regarding any subject over which the Board has jurisdiction, or request consideration to place an item on a future Agenda. No comments will be allowed involving any subject matter that is scheduled for discussion as part of this Agenda. Individuals will be limited to a three-minute presentation. No action will be taken by the Board as a result of any item presented at this time. (Chair)

Gary Margadant (Mt. Veeder Stewardship Council) noted that his public comment provided to the Board at their Aug. 5, 2014 meeting was missing from the minutes. Mr. Margadant emphasized the importance of the County's Water Availability Analysis (WAA) and recommended that the quality of water also be considered along with quantity in determining the availability of sufficient groundwater for projects that fall under the County's WAA.

Leigh Sharp (Executive Dir. Napa County RCD) introduced Eric McKee, new RCD Education Program Coordinator, who will be helping the RCD promote and grow their LandSmart program and related WICC watershed education and outreach.

Russ Wilsey (Mt. Veeder Stewardship Council) echoed the comment provided by Mr. Margadant regarding the WAA. Mr. Wilsey also said that the advisory role of the WICC is an important role to fulfill, particularly as it relates to groundwater. Mr. Wilsey mentioned that Coastal Cleanup Day was a great success in the Mt. Veeder area.

(cont.)

4. UPDATES, REPORTS AND DISCUSSION

- a) Update and discussion – **Napa 2014 Earthquake** (WICC Staff; Board) (5 min)
Patrick Lowe introduced Steve Lederer (Director of Public Works) who provided an update on County and FEMA efforts in response to the recent earthquake. Mr. Lederer noted that many County facilities sustained significant damage and operations have been relocated to various temporary locations to maintain community services. Mr. Lederer noted that the earthquake has caused local streams to flow and well levels to rise; likely on a temporary basis.
- b) Report on **Board of Supervisors appointments to the WICC Board** scheduled for September 23, 2014 (WICC Staff) (5 min)
Jeff Sharp reported on Tuesday, September 23, 2014 the Board of Supervisors reappointed Gretchen Stranzl McCann and Jason Lauritsen to serve on the WICC Board.
- c) Report on **AB-1739/SB-1168, Groundwater Management** legislation authorizing and requiring groundwater sustainability planning and management (WICC Staff) (5 min)
Patrick Lowe provided the Board with an update and handout outlining the Sustainable Groundwater Management Act (SGMA), what the Act requires of the CA Department of Water Resources and local agencies, and compliance timelines/deadlines. Marc Pandone noted that areas that are “low-priority” from the State’s perspective are locally significant (particularly those slated for future development) and should not be left out of any planning/management efforts undertaken by the County to meet the requirements in the SGMA. Mr. Lowe indicated that staff would provide regular updates to the Board on the SGMA.
- d) Report on **proposed updates to Napa County’s Water Availability Analysis**, conducted as part of discretionary groundwater permit application review process (Steve Lederer, Director, Napa County Public Works) (5 min)
Patrick Lowe introduced Steve Lederer (Director of Public Works) who provided background on the application and applicability of the Water Availability Analysis (WAA) and its use in the approval process of discretionary projects submitted to the County’s Planning Department. The WAA has been in use since 1991. The proposed updates are in two primary areas; 1) change in water use thresholds, particularly in the hillside areas where a parcel-specific study may be required under certain conditions, and 2) elimination of the current phase II pumping test requirements and replacing them with a more scientific analysis that includes recognition and consideration of neighboring wells and surface waters. A public workshop on the WAA will be held next (tentatively late Oct.) then the draft recommendations will go to the Planning Commission (November) and ultimately the Board of Supervisors (January 2015) for approval.
- e) Report on **30th Annual Coastal Cleanup Day** (Napa Co. RCD Staff) (2 min)
Eric McKee (Education Program Coordinator) provided the Board with a report on the clean-up effort and what was collected. Mr. McKee noted that over 20 miles of creeks and shoreline were cleaned-up with over 400 volunteers participating in the event. The next major clean-up event will take place in April in support of local Earth Day celebrations.
- f) Other reports and updates (WICC Staff; Board)
Jeff Sharp reported on State grant funding recommendations for local projects included in grant applications to CA Dept. of Water Resources Drought Relief Grant Solicitation. \$28M in funding was recommended for the SF Bay IRWM Funding Area, locally providing \$4M recycled water \$750K for Calistoga recycled water project, and \$1M region-wide for water conservation. \$7M in funding was recommended for the Westside Sacramento River IRWM Funding Area, which included projects in Lake and Yolo counties.

5. PRESENTATION AND DISCUSSION

Presentation on the Napa County Resource Conservation District's (RCD) LandSmart™ Program with an emphasis on the conservation planning element of the program (Leigh Sharp, Executive Director, Napa Co. RCD) (20 min)

Leigh Sharp (Executive Director, Napa County RCD) provided the Board with a presentation on the RCD's LandSmart Program focusing on the farm/conservation planning element of the program and how it provides landowners/managers tools to help address the data collection and reporting needs in order to comply with proposed Sediment TMDL regulations under development by the SF Bay Regional Water Quality Control Board

6. FACILITATED STRATEGIC PLANNING

Board discussion and participation in a **facilitated strategic planning, and possible direction** to staff and strategic planning consultant (Board/Staff/Consultant) (1.5 hrs)

Tina Stott (Stott Planning Associates) provided the Board with an overview of the strategic planning process thus far and presented various plan elements for the Board's discussion and consideration. The Board offered their input on plan goals and sub-goals and ranked lists of current and proposed activities for inclusion in the final plan. A draft plan will be emailed to Board members for additional input in late October and a final draft plan will be presented at the Board's next meeting (Nov. 20th) for further discussion and possible adoption.

7. INFORMATIONAL ANNOUNCEMENTS

Exchange of **informational announcements and events** (WICC Staff, Board, and Public) (5 min)

None presented.

8. FUTURE AGENDA ITEMS

Discussion of possible **items for future agendas** (Board, WICC Staff)

None presented.

9. NEXT MEETING (Chair)

Regularly Scheduled Board Meeting: **November 20, 2014 – 4:00 p.m.**

NOTE: Third Thursday of the month because of Thanksgiving Holiday

10. ADJOURNMENT (Chair)

Motion and approval to adjourn

SB	TC	DD	MD	MH	GK	JL	KL	ML	GSMC	MP1	MP2	JR	SS	PS	RS	PW	KC
A		E		E	E	E					A		E	E			

Note: If requested, the agenda and documents in the agenda packet shall be made available in appropriate alternative formats to persons with a disability. Please contact Jeff Sharp at 707-259-5936, 804 First St., Napa CA 94559-2623.



Voting Key

If not unanimous, votes will be tallied (N = No; A = Abstained, X = Excused) using the following Board Member abbreviations: SB = Susan Boswell; Tosha Comendant = TC, DD = Diane Dillon; MD = Marita Dorenbecher, MH = Michael Haley; GK = Gary Kraus; JL = Jason Lauritsen; KL = Kenneth Leary; ML = Mark Luce; GSMC = Gretchen Stranzl McCann; MP1 = Marc Pandone; MP2 = Matt Pope; JR = Jeff Reichel; SS = Scott Sedgley; PS = Pamela Smithers; RS = Rita Steiner; PW = Peter White; KC = Keith Caldwell (alternate)

Example Key:

SB	TC	DD	MD	MH	GK	JL	KL	ML	GSMC	MP1	MP2	JR	SS	PS	RS	PW	KC
X			A				N				A						



A Tradition of Stewardship
A Commitment to Service

Napa County Water Availability Analysis Update Public Workshop

Napa County Library, 580 Coombs Street, Napa, CA
Wednesday, November 5, 2014
6:30pm

Agenda

1. **Welcome**
2. **Groundwater Background/Overview**
3. **Review of the Proposed WAA Update**
4. **Public Comments/Q&A**
5. **Adjourn**

Note: This workshop is for informational purposes only. If you would like to provide comments to be included as a part of the official record for the WAA Update, please do so by one of the following methods:

- 1) E-mail your comments to : patrick.lowe@countyofnapa.org
- 2) Mail or deliver your written comments to: Napa County Department of Public Works, Water Resources-Flood Control, 804 First Street, Napa, CA 94559-2623 attn: Patrick Lowe
- 3) Provide verbal or written comments before the Planning Commission or Board of Supervisors



A Tradition of Stewardship
A Commitment to Service

Division of Public Works

1195 Third Street, Suite 101
Napa, CA 94559-3092
www.countyofnapa.org/publicworks

Main: (707) 253-4351
Fax: (707) 253-4627

Steven E. Lederer
Director

From: Steve Lederer, Director

Date: November 1, 2014

Subject: Summary of Draft Changes to the Three Tier Procedure Used in the Water Availability Analysis (WAA)

Following the work of the Groundwater Advisory Committee (GRAC), policy direction by the Board of Supervisors, information provided by Luhdorff & Scalmanini, Consulting Engineers (LSCE) (the County's groundwater consultant), and experience using the existing procedure, various changes to the Water Availability Analysis (WAA) are being proposed. This memo summarizes the major changes to the tiered procedure outlined in the WAA. Those interested in more detail are encouraged to read the proposed document for a comprehensive understanding of the proposed changes.

The WAA was first put in place in the early 1990's and has been used ever since (with periodic revisions) as a tool for analyzing **DISCRETIONARY** projects in the unincorporated county (such as wineries, new vineyards on slopes over 5%, restaurants, hotels, etc.) that propose to use groundwater.

Tier 1: Water Usage Volumes¹

The current WAA includes a section for evaluating proposed water usage (volume) and thresholds for acceptable use. These thresholds are 1.0 acre-ft allowed/acre of land on the valley floor, 0.3 acre ft allowed/acre of land in the MST, and 0.5 acre-ft allowed/acre of land in all other areas. While the 1.0 acre-ft/acre criteria on the valley floor and the 0.3 acre-ft criteria in the MST have proven to be both scientifically and operationally adequate, the same cannot be said of the 0.5 acre-ft/acre criteria used in "all other areas", which primarily means hillside parcels. While the 0.5 acre-ft/acre criteria is generally applicable on a watershed scale, the variability of water availability for individual parcels in the hills makes it impractical to create a single meaningful threshold that would apply to all parcels. As such, the proposed WAA deletes the 0.5 acre-ft/acre criteria and requires a parcel-specific analysis for hillside parcels.

Tier 2: Well to Well Interference

The current WAA contains a "well to well" interference analysis, which is used only when the initial water usage standards (as discussed above) are exceeded. The currently required analysis is a pumping test which was (theoretically) designed to identify both well capacity and well to well

¹ An acre-foot of water is 325,851 gallons.

interference. Unfortunately, this process has not worked well from a practical standpoint, and LSCE’s analysis finds it questionable from a technically defensible standpoint.

As proposed in the Draft Revised WAA, the Tier 2 analysis will be required:

- For all hillside parcels (this is new, as discussed above); or
- If the water thresholds of Tier 1 are exceeded (this is current practice); or
- If substantial evidence in the record indicates a need to do so (current practice and CEQA required).

The basic steps of a Tier 2 “well to well” interference analysis are as follows:

- Step 1: If project well is >500 feet away from other wells; no further analysis is required (Note: The well to be used for the project (the “project well”) could be an existing or new well);
- Step 2: If well does not meet the distance standard under step 1, determine appropriate location of well (or adequacy of existing well) following further analysis of the site specific conditions such as:
 - Distance to nearest well
 - Hydrogeologic setting
 - Well construction details (i.e., design pump rates, depth, screen and seal depths)
 - Operational procedures

Tier 3: Groundwater/Surface Water Interaction

The current WAA does not contain standards for, and does not specifically require, evaluating “well to surface water” interference. The lack of this standard resulted in the inability of a recently proposed small vineyard project to reasonably demonstrate the lack of impact of the project that was located in proximity to a small stream that feeds the Napa River. Opponents of the project raised the issue that the project’s well would reduce flows in the tributary stream, which is a habitat for endangered species. In the absence of adopted standards, the only methods of countering the opponents’ arguments were expensive project specific consultant studies and an EIR, which would have been outside the applicant’s ability to conduct. The project applicant rescinded the application. As such, well to surface water procedures (Tier 3) have been created for those situations where they are needed. The Tier 3 analysis will be required when substantial evidence in the record indicates a need to do so (this is current practice and CEQA required).

The basic steps of the well to surface water procedure are similar to the well to well interference procedure (Tier 2), but the threshold distance in step 1 is between 500 to 1500 feet, depending on pumping capacity.

Summary of Tiers:

Criteria	Current WAA	Proposed WAA
Tier 1: Water Usage	Exists	Use existing standards for MST and Valley Floor, require parcel specific analysis for all other areas (hillsides)
Tier 2: Well to Well Interference	Exists	Change method of performance; required for hillside parcels
Tier 3: Groundwater/Surface Water Interaction	Does not address	Included new procedure for performing analysis when it is required



ITEM #5

DISCUSSION AND POSSIBLE ADOPTION OF STRATEGIC PLAN

Board discussion and possible adoption of **WICC Strategic Plan** facilitated by staff and strategic planning consultant (Board/Staff/Consultant) (1 hrs)

**WICC Board Strategic Planning Meeting #3
Final Draft Plan Discussion Topics
November 20, 2014**

Review Comments Received and Changes Made

Based upon discussion among and about priorities as defined by the WICC Board at its September 25, 2014 meeting, a Draft Strategic Plan was prepared for review and comment. The following comments were received and were addressed in the Final Draft Strategic Plan for the Board's consideration:

- a. p.1 – History and Accomplishments – changed 2015 to present or in some cases, ongoing
- b. p.4 – Figure – added traditional and social media to “We Inform Through” items
- c. p.5 – paragraph 3, Priorities – added the following “Should the WICC receive funding that is not allocated to a project or program, the WICC Board will review Strategic Plan priorities and allocate the funds to those action(s) that are most beneficial at the time”.
- d. p.6 – Table – Subgoal 1A – added missing word “watersheds” following County’s
- e. p.8 – Subgoal 1B – changed first bullet to read: “Establish a portion of the WICC Website dedicated to groundwater. Data and information should be at a watershed scale and not be project or parcel specific. Information is likely to include:”
- f. p.10 – Subgoal 2D – added bullet - social and traditional media providers
- g. p.11 – Subgoal 2D – last bullet – added traditional media
- h. p.14 – Subgoal 4C – added additional options for consideration for WICC name; changed from \$\$ to \$
- i. p.15 – Subgoal 5A – changed to \$\$ from \$; subgoal 5B – changed to \$\$ from \$\$\$

Additional Edits

Please review the Final Draft Strategic Plan and bring any edits with you to the November 20, 2014 meeting. The Final Strategic Plan along with any additional edits will be discussed and considered by the WICC Board. Following the discussion and inclusion of any final edits, the WICC Board may move to adopt the Final Draft Strategic Plan.

(cont.)

Changing the Name of the WICC

We would like to discuss whether or not to change the WICC's name to better reflect its mission, roles and activities (see pg. 3 of Final Draft Strategic Plan). If we agree to change the name, possible suggestions for a new name include:

Watershed Information and Conservation Center
Watershed Information Center
Watershed Conservation Center
Watershed Resources Center
Watershed Council
Watershed Resources Trust
Watershed Resources Alliance
Watershed Education Network
Watershed Stewardship Network

Please come to the November 20, 2014 meeting prepared to discuss your first choice name – either from the list above, or one of your own creation.

Alternative words for conservation include: stewardship, protection, preservation

Alternative words for information: education

Alternative words for center: network

When potential names were discussed at Workshop #1, the following comments were made:

- Drop Conservancy
- Center implies a physical location
- Napa County Watershed Conservation Committee
- "Conservation" could be a turn off – what does "Conservation" mean in this context – think of something more active
- WICC's existence allows funding to come to projects
- WICC is known at the State level and recommended as a structure throughout the state
- We do more than information – just the word information is not enough but is useful in easing concerns about conservation
- Watershed Conservancy Board - puts together all information and groups and disseminates information
- Resources, education, protection – say what we do

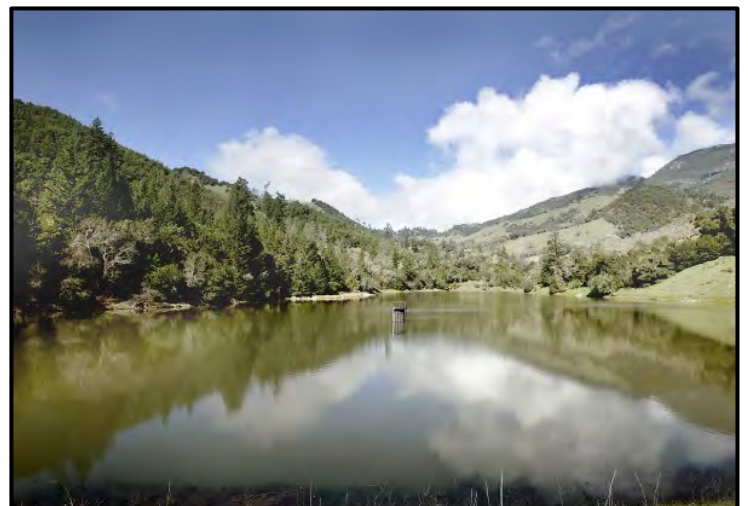
Watershed Information Center
& Conservancy



FINAL DRAFT

2015 Strategic Plan

November 2014



Prepared for

**The Napa County Watershed Information Center and
Conservancy (WICC) Board**

TABLE OF CONTENTS

Introduction	p.1
WICC Roles: Inform, Engage, Partner	p.3
WICC Mission	p.3
• Improving the health of Napa County’s watersheds by informing, engaging and fostering partnerships within the community.	
WICC Goals	p.3
WICC Strategic Plan	p.5
Goal 1	p.7
• Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.	
Goal 2	p.9
• Strengthen and expand community understanding, connections and involvement to improve the health of Napa County’s watersheds.	
Goal 3	p.12
• Support informed decision-making on topics that affect the health of Napa County’s watersheds.	
Goal 4	p.13
• Improve WICC Board efficiency and effectiveness.	
Goal 5	p.15
• Explore additional funding opportunities to support the goals of the WICC.	

ACKNOWLEDGEMENTS

Members of the WICC Board

Susan Boswell

Keith Caldwell (alternate)

Tosha Comendant

Diane Dillon

Marita Dorenbecher

Michael Haley

Gary Kraus

Jason Lauritsen

Kenneth Leary

Mark Luce

Gretchen Stranzl McCann

Marc Pandone

Matt Pope

Jeff Reichel

Scott Sedgley

Pamela Smithers

Rita Steiner

Peter White

Water Resources Division of Napa County Department of Public Works

Patrick Lowe - Natural Resources Conservation Manager

Jeff Sharp - Principal Planner

Stott Planning Associates

Tina Stott - Principal

INTRODUCTION

STRATEGIC PLAN DEVELOPMENT

This document contains the Watershed Information Center and Conservancy (WICC) of Napa County Strategic Plan for 2015. The Strategic Planning process included the following:

- an online survey of WICC Board members, staff and the WICC email list;
- a review of the prior strategic plan and status of actions;
- a review of the use of the WICC website;
- identification of WICC accomplishments;
- a review of the WICC budget over the past ten years;
- a half-day strategic planning retreat with the WICC Board; and
- two WICC Board meetings to address WICC purpose, mission and goals.

HISTORY AND ACCOMPLISHMENTS

The Watershed Information Center and Conservancy (WICC) Board was established in 2002 to serve as an advisory committee to Napa County Board of Supervisors – assisting with the Board’s decision-making and serving as a conduit for citizen input by gathering, analyzing and recommending options related to the management of watershed resources. The WICC has achieved significant accomplishments in its 12-year history – both alone and in partnership with nonprofits, public agencies and private landowners. Accomplishments include:

- Supported development of the Napa County Baseline Data Report (BDR) (2003-06)
- Provided comments on numerous State and Regional Water Board policies and regulations(2003-09)
- Support updating of Countywide environmental GIS Databases (2003-present)
- Development and management of the WICC Website (2003-present)
- Created Watershed Monitoring Strategy and Brochure (2005-06)
- Developed general WICC brochure and public outreach materials (2005-2013)
- Provided comments on the Conservation Element of the 2008 Napa County General Plan Update (2006-07)
- Hosted bi-annual Napa County Watershed Symposiums (2008, 2009, 2011, 2013, 2015 (planned))
- Participation in Integrated Regional Water Management (IRWM) planning, project coordination and grants (2008-present)
- Supported Voluntary Oak Woodland Management Plan Development (2009-10)
- Support of the Napa River Rutherford Reach Restoration Project (2009 to 2013)
- Developed a Watershed Assessment Framework (2010)
- Provided input on Draft Napa County Climate Action Plan (2011)
- Participation on the Groundwater Resources Advisory Committee (GRAC) (2011-14)
- Supported the Napa Valley Historical Ecology Atlas (2012)
- Supported the Napa River Watershed Profile (2012)
- Held annual joint GRAC/WICC meetings (2012-2013)

- Development of a Napa River Sediment TMDL Implementation Tracking and Accounting System (2012-present)
- Support for adoption of Countywide Groundwater Monitoring Plan (2013)
- Developed Ad Hoc Committee recommendations for Countywide Watershed Monitoring Program (2013)
- Support for the Oakville to Oak Knoll Reach Restoration Project (2013-present)
- Leveraging of local, State and Federal funding (ongoing)
- Building and maintaining partnerships (ongoing)

The WICC has prepared two previous Strategic Plans, one in 2004 and a revision in 2007-08. Since the most recent Strategic Planning effort, changes in Napa County have had significant impacts on the WICC and its activities, leading to this current review and refinement of its mission and purpose. These changes include:

- Completion of the County General Plan (2008) (General Plan items were incorporated into the 2007-08 WICC Strategic Plan)
- Formation of Napa County Regional Parks and Open Space District (2006)
- Recession and subsequent budget cuts to WICC—approximately half of prior budget has been regained
- County reorganization – new Natural Resources Conservation Group created under Public Works, formerly a part of the Planning Department and Department of Environmental Management
- Downsizing and staff cuts in the Planning Department – reduced staff resources available to the WICC
- Completion of Groundwater Monitoring Plan and Groundwater Sustainability Objectives (2013-14)
- State approval of Groundwater Sustainability Legislation (2014)

The WICC has a board of 17 members representing the following:

- Cities of St. Helena, Calistoga, Napa and American Canyon and the Town of Yountville (5)
- Napa County Board of Supervisors (2)
- Napa County Planning Commission (1)
- Land Trust of Napa County (1)
- Napa County Resource Conservation District (1)
- Natural Resources Conservation Service (1)
- At-large representing environment, agriculture, business and community interests (6)

The County of Napa funds the WICC by providing staffing and financial resources through the Napa County Public Works Department – Water Resources Division. Currently, .35FTE is assigned to the WICC. The remaining WICC funding is allocated to the website; data and GIS; and services, meetings, activities and events. The County also provides funds to the Napa County Resource Conservation District (RCD), through a Joint Powers Agreement (JPA), to support the WICC and conduct watershed monitoring and provide education and outreach activities.

WICC ROLES: INFORM, ENGAGE, PARTNER

- The WICC **improves the health of Napa County's watersheds** by supporting projects, partnerships and community education that maintain and improve water quality, native plant and wildlife habitat, and ecological and natural processes.
- The WICC **collects, distills and disseminates the best possible information, tools and education**, helping the community discover and understand their watersheds, and make well-informed decisions.
- The WICC **supports collaboration and partnership** among all organizations and individuals working to improve and maintain the health of Napa County's watersheds.
- The WICC **seeks and facilitates funding** for watershed projects in Napa County from foundations, individuals, organizations, and public agencies.
- The WICC is **politically neutral, unbiased** and non-regulatory.
- WICC Board members are responsible for:
 - being well-informed about issues pertaining to local water and watersheds
 - sharing information with their respective jurisdictions, organizations communities and peers to further watershed awareness and informed decision-making.

WICC MISSION

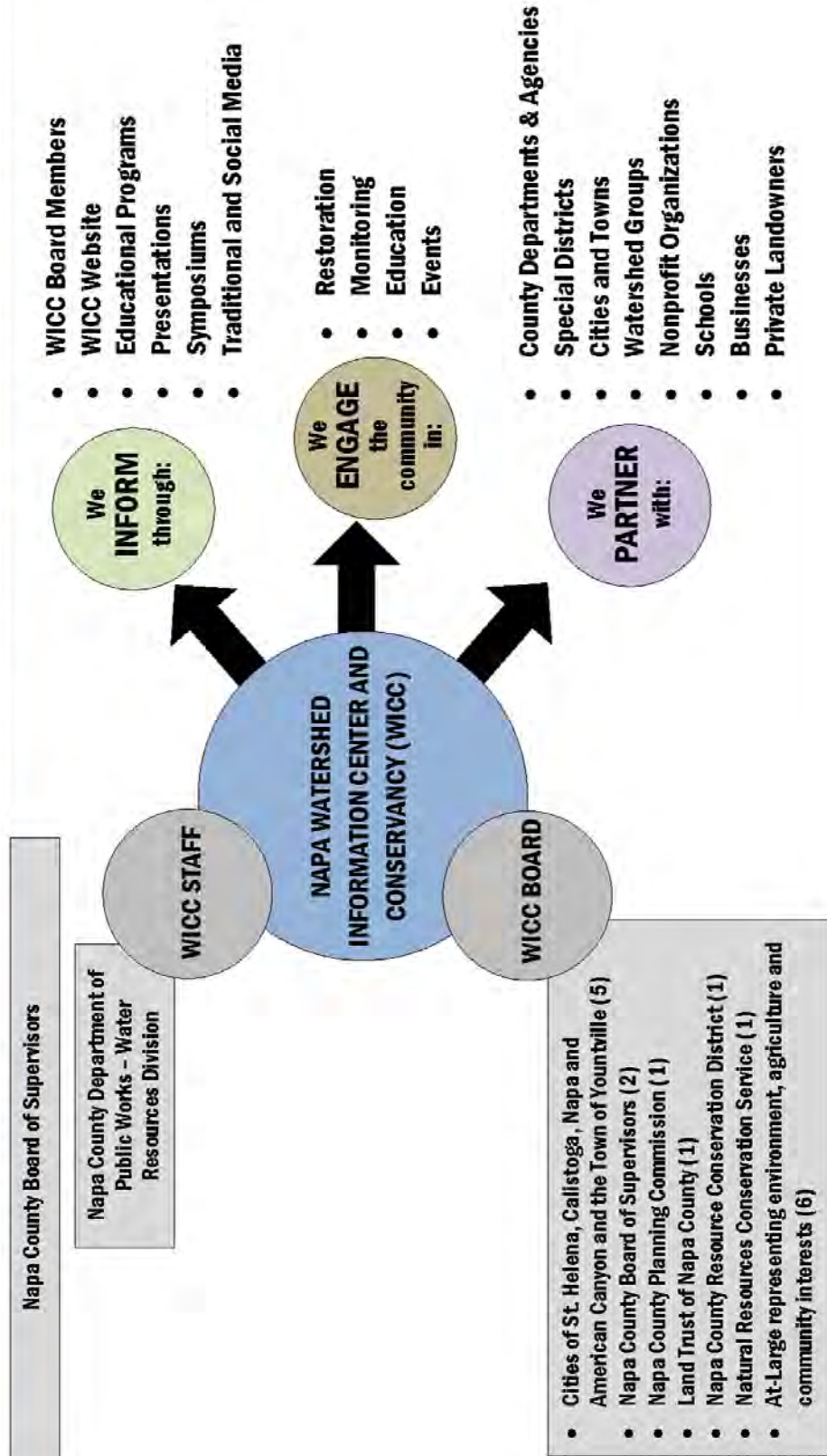
- Improving the health of Napa County's watersheds by informing, engaging and fostering partnerships within the community.

The diagram on the following page illustrates the WICC's mission and roles, its composition and how the WICC fulfills its roles of informing, engaging and fostering partnerships.

WICC GOALS

- **Goal 1:** Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.
- **Goal 2:** Strengthen and expand community understanding, connections and involvement to improve the health of Napa County's watersheds.
- **Goal 3:** Support informed decision-making on topics that affect the health of Napa County's watersheds.
- **Goal 4:** Improve WICC Board efficiency and effectiveness.
- **Goal 5:** Explore additional funding opportunities to support the goals of the WICC.

Improving the health of Napa County's watersheds by informing, engaging and fostering partnerships within the community.



WICC STRATEGIC PLAN

Five goals and 23 subgoals have been established to guide the WICC’s actions over the next three to five years.

Subgoals: These support the main goals and are identified as either existing or proposed activities.

Priorities: The WICC Board prioritized the existing and proposed subgoals. Existing subgoals were prioritized based upon whether the activity should continue at its existing level, or be expanded based upon available funding. (The WICC Board did not recommend that any of the current activities should be reduced). Proposed subgoals were also prioritized by the Board as either a Priority 1, 2 or 3. Priorities should be re-evaluated as part of preparing an annual workplan and with an understanding of the resources available to maintain current actions and undertake additional actions. Should the WICC receive funding that is not allocated to a project or program, the WICC Board will review Strategic Plan priorities and allocate the funds to those action(s) that are most beneficial at the time.

Existing ■ Expand (as funds allow)
Existing ■ Maintain
Proposed ■ Priority 1
Proposed ■ Priority 2
Proposed ■ Priority 3

Actions: Each subgoal has a series of suggested actions designed to guide implementation of the subgoal. Pertinent actions should be incorporated into the WICC’s annual workplan as resources allow. The actions of a single subgoal could be implemented over multiple years.

Costs: Order of magnitude resources/costs have been assigned to each subgoal.

\$/Resources
\$\$/Resources
\$\$\$/Resources

- **\$/Resources** - Can be completed with current WICC staff and partners
- **\$\$/Resources** - Requires additional funding for staff and/or partners
- **\$\$\$/Resources** - Requires additional funding for staff, partners and outside consultants/contractors

Measure of Success: A proposed measure of success has been identified for each subgoal.

The table on the following page summarizes the Napa Watershed Information Center and Conservancy (WICC) Strategic Plan. It identifies the goals and subgoals and whether they are existing (E) or proposed (P). Existing (E) activities will be either maintained (M) or expanded (+) as funding permits. Proposed activities are prioritized from 1 to 3 with 1 being the highest priority. Costs range from \$/Resources for activities that can be completed with current WICC staff and partners and \$\$/Resources for those activities that require additional funding for staff and/or partners to \$\$\$/Resources for those activities that require additional funding for staff, partners, and outside consultants/contractors. Specific activities to implement each subgoal are included in the body of the Strategic Plan.

NAPA WATERSHED INFORMATION CENTER AND CONSERVANCY (WICC) STRATEGIC PLAN GOALS AND SUBGOALS 2015				
This table summarizes the Napa Watershed Information Center and Conservancy (WICC) Strategic Plan. It identifies the goals and subgoals and whether they are existing (E) or proposed (P). Existing (E) activities will be either maintained (M) or expanded (+) as funding permits. Proposed activities are prioritized from 1 to 3 with 1 being the highest priority. Costs range from \$/Resources for activities that can be completed with current WICC staff and partners and \$\$/Resources for those activities that require additional funding for staff and/or partners to \$\$\$/Resources for those activities that require additional funding for staff, partners, and outside consultants/contractors. Specific activities to implement each subgoal are included in the body of the Strategic Plan.		Existing/ Proposed	Priority/ Expand/ Maintain	Cost
Goal 1: Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.	Subgoal 1A: Support the development of watershed management and monitoring plans for Napa County's watersheds and secure the resources necessary to <u>implement and maintain the monitoring program over the long-term.</u>	P	1	\$\$\$
	Subgoal 1B: Serve as the local clearinghouse for groundwater resource data, mapping and monitoring.	P	1	\$
	Subgoal 1C: Support ongoing fisheries and fish habitat monitoring of the Napa River and its tributaries.	E	+	\$\$
	Subgoal 1D: Share opportunities for collaboration on and funding for watershed projects and programs that benefit multiple agencies, organizations and the community.	E	+	\$
	Subgoal 1E: Define the WICC's role in informing the community about climate change and its effects on Napa County's watershed resources.	P	1	\$
Goal 2: Strengthen and expand community understanding, connections and involvement to improve the health of Napa County's watersheds.	Subgoal 2A: Maintain and enhance the WICC's website to educate community members with varying levels of interest and knowledge about Napa County's watersheds.	E	M	\$\$
	Subgoal 2B: Expand the number of users and depth of use of the WICC website.	E	M	\$\$
	Subgoal 2C: Expand the watershed signage program to identify and interpret the county's watersheds.	P	2	\$\$
	Subgoal 2D: Expand the promotion of the WICC to targeted groups to increase watershed understanding and stewardship.	P	2	\$\$
	Subgoal 2E: Annually identify the WICC's education and outreach priorities for the coming year.	E	+	\$
	Subgoal 2F: Expand the role of the WICC and the WICC website in local community education and student instruction.	P	2	\$\$\$
Goal 3: Support informed decision-making on topics that affect the health of Napa County's watersheds.	Subgoal 3A: Assure that WICC Board Members are knowledgeable and well-informed spokespersons, able to effectively convey information about the WICC, its mission and watershed health to the community.	E	+	\$
	Subgoal 3B: Provide regular updates to agencies on the WICC's current activities.	P	1	\$\$
	Subgoal 3C: Provide comments and recommendations to the County Board of Supervisors, as directed, on watershed related studies, reports, and legislation.	E	M	\$
Goal 4: Improve WICC Board efficiency and effectiveness.	Subgoal 4A: Assure that WICC Board meetings allow Board Members to remain engaged and up-to-date on watershed issues affecting Napa County.	E	+	\$\$
	Subgoal 4B: Assure that new WICC Board members understand their roles and responsibilities.	P	2	\$
	Subgoal 4C: Assure that the WICC name reflects the outcomes of the Strategic Plan and the WICC's mission and goals.	P	3	\$
	Subgoal 4D: Amend the WICC Bylaws and other guiding documents to incorporate the findings of the Strategic Plan.	E	M	\$
	Subgoal 4E: Review the WICC's accomplishments annually and determine priority activities for the coming year.	P	2	\$
Goal 5: Explore additional funding opportunities to support the goals of the WICC.	Subgoal 5A: Strengthen relationships with existing and potential funding partners.	E	+	\$\$
	Subgoal 5B: Seek sponsorship for the proposed projects identified in the WICC Strategic Plan.	P	2	\$\$
	Subgoal 5C: Evaluate possible ways that the WICC could accept private and non-profit donations for projects and programs.	P	3	\$\$\$
	Subgoal 5D: Facilitate a discussion of potential new local conservation funding sources in Napa County.	P	3	\$\$

GOAL 1: COORDINATE AND FACILITATE WATERSHED PLANNING, RESEARCH, AND MONITORING EFFORTS AMONG NAPA COUNTY ORGANIZATIONS, AGENCIES, LANDOWNERS AND CITIZENS.

Subgoal 1A: Support the development of watershed management and monitoring plans for Napa County's three major watersheds – Napa River, Putah Creek and Suisun Creek.

(Implements: Napa County General Plan Action Item CON WR-1)

- Develop plans utilizing adopted Integrated Regional Water Management Plans (IRWMP) that address portions of Napa County (the Bay Area IRWMP for Napa River and Suisun Creek and the Westside Sacramento IRWMP for Putah Creek). Information and data from these documents pertaining to Napa County would be organized by watershed, enhanced with local data so that locally specific management recommendations could be developed. Depending on available funding and commitment of various County departments and agencies, the WICC could provide some or all of the following:

- Lead the planning effort if funds are available.
- Provide a forum for public input and review of the management plans.
- Provide WICC Board input on management plan development and content.
- Provide accessibility to the planning documents via the WICC Website.
- Develop monitoring programs for each major watershed to support the watershed management plans. (Implements: Napa County General Plan Action Item CON WR-4)
- Review and refine management goals and monitoring objectives
- Develop assessment questions derived from watershed goals and objectives.
- Design monitoring program elements.
- Identify and monitor watershed health indicators.
- Develop data quality objectives and assurances.
- Establish an information and data management system that can be used to accept and share watershed data with the community.
- Analyze, assess and report data findings.
- Evaluate the effectiveness and adaptively manage the monitoring program.
- Secure the resources necessary to implement and maintain the monitoring program over the long-term.

Proposed ■ Priority 1

\$\$\$/Resources

**Measure of Success:
Completed watershed
management and
monitoring plans for
the three Napa County
watersheds.**

Subgoal 1B: Serve as the local clearinghouse for groundwater resource data, mapping and monitoring.

(Implements: Napa County General Plan Action Item CON WR-4)

- Establish a portion of the WICC Website dedicated to groundwater. Data and information should be at a watershed scale and not be project or parcel specific. Information is likely to include:
 - Updates on groundwater resource issues locally and throughout California
 - Articles explaining key technical issues related to groundwater
 - Updates on groundwater mapping and monitoring in Napa County.
 - Provide educational materials and resources on groundwater recharge areas and ways to improve these areas.
 - Report on the Napa County Voluntary Groundwater Level Monitoring Program.

Proposed ■ Priority 1

\$/Resources

Measure of Success:
Groundwater data is regularly updated on the WICC website.

Subgoal 1C: Support ongoing fisheries and fish habitat monitoring of the Napa River and its tributaries.

(Implements: Napa County General Plan Action Item CON NR-2)

- Support partnerships that further fisheries and fish habitat monitoring in Napa County.
- Provide monitoring and reporting results on the WICC Website.
- Identify potential funding sources for ongoing fisheries monitoring and habitat maintenance and improvement.
- Promote fisheries education in the community through presentations, events, tours, and curriculum.

Existing ■ Expand (as funds allow)

\$/Resources

Measure of Success:
Fisheries monitoring is ongoing and results are regularly updated on the WICC website.

Subgoal 1D: Share opportunities for collaboration on and funding for watershed projects and programs that benefit multiple agencies, organizations and the community.

- Share and promote project and funding opportunities among the watershed community as WICC Board Members, staff and key partners become aware of them.
- Add a component to the website that lists project and funding opportunities.

Existing ■ Expand (as funds allow)

\$/Resources

Measure of Success:
One or more collaborative projects completed annually.

Subgoal 1E: Define the WICC's role in informing the community about climate change and its effects on Napa County's watershed resources.

Proposed ■ Priority 1

- Expand the climate change section of the WICC Website
- Inform the community about climate change challenges and climate action planning activities.
- Provide Napa County and local agencies climate data and other resources, as available.
- Provide information for individuals and businesses on ways to reduce their carbon footprint.
- Promote the need to complete the County's Climate Action Plan.

\$/Resources

**Measure of Success:
Climate change information and methods to reduce carbon footprint included on WICC website.**

GOAL 2: STRENGTHEN AND EXPAND COMMUNITY UNDERSTANDING, CONNECTIONS AND INVOLVEMENT TO IMPROVE THE HEALTH OF NAPA COUNTY'S WATERSHEDS.

Subgoal 2A: Maintain and enhance the WICC's website to educate community members with varying levels of interest and knowledge about Napa County's watersheds.

Existing ■ Maintain

- Identify and distill the best possible information about the county's watersheds to share with the community.
- Provide regular updates on key watershed issues and topics:
 - Drought and water conservation strategies.
 - Watershed monitoring updates
 - Fisheries monitoring
 - Climate change and its impact on water, restoration efforts and watershed-related issues
 - Watershed and environmental resource data and maps
- Provide and regularly update links to organizations and agencies with watershed interests and responsibilities. Links should include:
 - Cities, town and relevant agencies
 - Other websites related to specific watershed topics (e.g. monitoring, fisheries, water conservation, etc.)
 - Funding and mitigation opportunities
 - Watershed organizations in the region
- Provide a regularly-updated events calendar of upcoming watershed events and activities hosted by the WICC, the County, the cities and other organizations in which the community can be involved – workshops, symposia, conferences and clean-up days.
- Provide news articles and links to articles related to watersheds and watershed health
- Provide a weekly email digest of key watershed news articles, information and events.

\$\$/Resources

**Measure of Success:
Regular website updates.**

Subgoal 2B: Expand the number of users and depth of use of the WICC website.

- Establish website usage goals that reflect and inform WICC strategic goals, (number users, age, content use, and time spent on the site) and track website traffic and behavior using Google Analytics.
- Adjust website content and design annually to address usage goals.
- Evaluate websites of partner organizations and determine if there are links to the WICC from these websites. If not, contact each organization and request that a link be added.

Existing ■ Maintain

\$\$/Resources

Measure of Success:
Regular increases in number of users and duration of use on website.

Subgoal 2C: Expand the watershed signage program to identify and interpret the county's watersheds.

- Maintain and expand creek identification and watershed boundary signs
- Work in cooperation with local jurisdictions, agencies and project partners to develop and install additional watershed interpretive signs.

Proposed ■ Priority 2

\$\$/Resources

Measure of Success:
Increase in the number of signs identifying creeks and providing interpretive information within all three watersheds in the County.

Subgoal 2D: Expand the promotion of the WICC to targeted groups to increase watershed understanding and stewardship.

- Identify and prioritize key audiences that would benefit from the information provided by the WICC. Potential audiences include:
 - Agricultural industry groups
 - Business/Construction - annual seminar, technical sessions
 - Water consumers - include information in monthly bills
 - Wineries and Grape Growers
 - Educators/Teachers
 - Neighborhood Groups
 - Social and traditional media providers
 - Others
- Identify key messages about the WICC and what it offers to the community. These could include the educational information available, the mapping tools, opportunities to volunteer and get involved, technical information on watershed management, seminars, events, etc.
- Pair key messages with potential audiences.

Proposed ■ Priority 2

\$\$/Resources

Measure of Success:
Outreach to four groups annually through presentations by WICC Board members and staff.

- Prioritize key audiences and meet with representatives to determine how the WICC could better serve them.
- Identify who should deliver the WICC message (staff, WICC Board Members, partners, paid liaison/circuit-rider)
- Evaluate the use of both traditional and social media as a tool for expanding watershed understanding and awareness of the WICC.

Subgoal 2E: Annually identify the WICC's education and outreach priorities for the coming year.

Existing ■ Expand (as funds allow)

- Evaluate activities of the prior year including website content and use; environmental education activities; special events attendance; watershed awareness month participation; the watershed calendar; and community events.
- Determine those to continue, expand or discontinue based upon the prior year's evaluation.
- Determine the key topics, speakers, date, location and key sponsors for the bi-annual Watershed Symposium.

\$/Resources

**Measure of Success:
Education and outreach priorities included in Annual Workplan.**

Subgoal 2F: Expand the role of the WICC and the WICC website in local community education and student instruction.

Proposed ■ Priority 2

- Identify and prioritize elementary, middle and high school science departments in the County.
- Contact each to determine their interest in augmenting their curriculum with use of the WICC Website.
- Identify pilot project(s) and work with the pilot school(s) to determine how the WICC and the WICC Website could better serve their science and environmental education needs. Possible opportunities include adding projects to the website that could be done as school assignments or conducting watershed education programs tied to the information on the website.
- Based upon feedback received, develop, test and implement education materials and curriculum to be used through the WICC Website.
- Evaluate the success of the pilot project(s); adjust scope and curriculum as needed.
- Expand the program to other schools in the County.

\$\$\$/Resources

**Measure of Success:
Use of the WICC Website in one or more schools to support science curriculum**

GOAL 3: SUPPORT INFORMED DECISION-MAKING ON TOPICS THAT AFFECT THE HEALTH OF NAPA COUNTY'S WATERSHEDS.

Subgoal 3A: Assure that WICC Board Members are knowledgeable and well-informed spokespersons, able to effectively convey information about the WICC, its mission and watershed health to the community.

Existing ■ Expand (as funds allow)

- Identify presentation topics and needs
- Prepare presentations and materials for use by the WICC Board, for distribution, and posting on the WICC Website.
- When possible, for presentations made to the WICC Board, provide a short summary handout of the key points of the presentation that each Board member can take back to their jurisdiction/organization and that can also be posted on the WICC Website.

\$/Resources

Measure of Success:
WICC Board members regularly share watershed information with their colleagues and peers.

Subgoal 3B: Provide regular updates to agencies on the WICC's current activities.

Proposed ■ Priority 1

- Develop a presentation that can be used and adapted by WICC Board members and WICC staff that includes information about the roles and activities of the WICC, information contained on the WICC Website and how it can assist decision-making. The presentation should also include up-to-date information pertaining to water-related issues such as the drought, fisheries, groundwater, etc.
- WICC staff and the WICC Board representative from each city should provide an annual presentation to each City/Town Council.
- WICC staff and the WICC Board representatives from the Board of Supervisors should provide an annual presentation to the County Board of Supervisors.
- WICC staff and the WICC Board representative from the County Planning Commission should provide an annual presentation to the County Planning Commission.
- WICC staff and the WICC Board representatives from the County Board of Supervisors should provide an annual presentation to the Napa County Flood Control and Water Conservation District Board.
- WICC staff and WICC Board representatives should provide annual presentations to other community agencies and organizations/groups.

\$\$/Resources

Measure of Success:
Presentations provided by WICC Board members and staff annually to the Board of Supervisors, Planning Commission, and each city and town.

Subgoal 3C: Provide comments and recommendations to the County Board of Supervisors, as directed, on watershed related studies, reports, and legislation.

- If timing is critical, identify whether input can be developed and provided by WICC staff with approval by the WICC Board, the Chair, or if an Ad-Hoc subcommittee should convene to compile information and develop recommendations.

Existing ■ Maintain

\$/Resources

Measure of Success:
Comments are provided in a timely manner when requested by the Board of Supervisors.

GOAL 4: IMPROVE WICC BOARD EFFICIENCY AND EFFECTIVENESS.

Subgoal 4A: Assure that WICC Board meetings allow Board Members to remain engaged and up-to-date on watershed issues affecting Napa County.

- Return to monthly WICC Board meetings when resources are available to assure that information discussed is timely and relevant.
- When possible, hold meetings in various locations to allow WICC Board members to view projects and activities being implemented in different portions of the county.
- At each meeting, identify topics to discuss at the next meeting.
- At each meeting, provide an opportunity for discussion among WICC Board members.
- At each meeting, encourage City and County representatives to provide an update on watershed issues being addressed by their community/agency.

Existing ■ Expand (as funds allow)

\$\$/Resources

Measure of Success:
Board meetings are held more frequently throughout the County in various locations.

Subgoal 4B: Assure that new WICC Board members understand their roles and responsibilities.

- Provide an orientation to new WICC Board members so that they understand the WICC's mission and goals, roles and responsibilities, and key partners.

Proposed ■ Priority 2

\$/Resources

Measure of Success:
All new WICC Board members are oriented within one month of joining the Board.

Subgoal 4C: Assure that the WICC name reflects the outcomes of the Strategic Plan and the WICC's mission and goals.

- Evaluate the WICC name and determine whether it clearly conveys the WICC's key roles and mission.
- Evaluate the pros and cons of changing the name of the WICC.
- Consider potential alternatives such as:
 - Watershed Information and Conservation Center
 - Watershed Information Center
 - Watershed Conservation Center
 - Watershed Resources Center
 - Watershed Council
 - Watershed Resources Trust
 - Watershed Resources Alliance
 - Watershed Education Network
 - Watershed Stewardship Network

Proposed ■ Priority 3

\$/Resources

Measure of Success:
WICC name reflects its mission and role and is replicated in all documents and materials.

Subgoal 4D: Amend the WICC Bylaws and other guiding documents to incorporate the findings of the Strategic Plan.

- Amendments should include:
 - Revise the WICC Statement of Roles and Responsibilities to reflect the decisions and priorities reflected in the Strategic Plan.
 - Each City and County representative should have an alternate to attend meetings in the absence of the primary representative.
 - The new name of the WICC if it is changed in Subgoal 4C above.

Existing ■ Maintain

\$/Resources

Measure of Success:
WICC bylaws are updated.

Subgoal 4E: Review the WICC's accomplishments annually and determine priority activities for the coming year.

- Identify and publish on the WICC Website, a summary of the WICC's collective accomplishments during the prior year.
- Develop an annual workplan based upon Strategic Plan priorities and available funding.
- Should funding become available outside of the annual budget cycle, allocate funds to priority workplan items.
- Develop subcommittees of the WICC Board, as needed, to assist with implementation of priority actions.

Proposed ■ Priority 2

\$/Resources

Measure of Success:
Annual workplan is completed and assigns funding and responsibilities for all activities to be undertaken.

GOAL 5: EXPLORE ADDITIONAL FUNDING OPPORTUNITIES TO SUPPORT THE GOALS OF THE WICC.

Subgoal 5A: Strengthen relationships with existing and potential funding partners.

- Provide updates to existing funding partners on accomplishments and benefits of the WICC and upcoming priorities.
- Identify and inform potential funding partners of the accomplishments and benefits of the WICC and the upcoming priorities.
- Define potential municipal agencies that benefit from the WICC’s services including cities, towns, County special districts – transportation, sanitation, parks and open space, and others.
- Identify and quantify the value the WICC adds to each agency.
- Identify additional services the WICC could provide to each agency.
- Seek an annual contribution from each agency to support the ongoing activities of the WICC.

Existing ■ Expand (as funds allow)

\$\$/Resources

Measure of Success:
Identify and pursue one or more additional funding partner annually.

Subgoal 5B: Seek sponsorship for the proposed projects identified in the WICC Strategic Plan.

- Identify potential sponsors and list of projects that could be funded. Potential projects could include:
 - Develop watershed monitoring program (Subgoal 1A)
 - Establish County clearinghouse for groundwater (Subgoal 1B)
 - Develop watershed management plans (Subgoal 1A)
 - Inform the community about climate change (Subgoal 1E)
 - Expand watershed signage program (Subgoal 2C)
 - Promote the WICC to targeted groups (Subgoal 2D)
 - Expand education and instruction (Subgoal 2F)
 - Provide regular updates to agencies (Subgoal 3B)
 - Conduct Board member training (Subgoal 4B)
 - Revisit and assess the WICC name (Subgoal 4C)
 - Develop annual workplan (Subgoal 4E)
 - Miscellaneous services including website sponsors, events, printing, signage, and media (video, print, audio)
- Seek sponsorship of proposed projects

Proposed ■ Priority 2

\$\$/Resources

Measure of Success:
One or more projects indicated in the Strategic Plan are supported through outside funders.

Subgoal 5C: Evaluate possible ways that the WICC could accept private and non-profit donations for projects and programs.

- Investigate the potential for a local nonprofit to accept funds on behalf of the WICC. Possible organizations include the Napa County Community Foundation and other nonprofit organizations.
- If accepting funds is feasible, develop a fundraising strategy, to seek donations from the community for the projects and programs identified in Subgoal 5B.

Proposed ■ Priority 3

\$\$\$ / Resources

**Measure of Success:
Fundraising strategy
is developed.**

Subgoal 5D: Facilitate a discussion of potential new local conservation funding sources in Napa County

- Seek input from other members of the conservation committee about what types of projects and programs could be funded by countywide conservation funding.
- Identify the dollar amount needed to support conservation countywide.
- Identify potential methods of local funding (sales tax, property tax, special district, etc.)

Proposed ■ Priority 3

\$\$ / Resources

**Measure of Success:
Consensus reached
among conservation
parties about seeking
local funding.**