



AGENDA

SPECIAL BOARD MEETING

Thursday, January 22, 2015, 4:00 p.m.

2741 Napa Valley Corporate Drive, Building 2
South County Campus, Large Conference Room C
Napa, CA 94558

- **UPDATED MEETING LOCATION** -

Board of Directors

Susan Boswell
Tosha Comendant
Diane Dillon
Marita Dorenbecher
Michael Haley
Gary Kraus
Jason Lauritsen
Kenneth Leary
Gretchen Stranzl
McCann
Marc Pandone
Alfredo Pedroza
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 **November 20, 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. DISCUSSION AND ACTION:

- a) **Election of Chair and Vice-Chair** for 2015 (per Bylaws§ II.A.) (Board) (5 min)
- b) Discussion and **adoption of 2015 Meeting Calendar** (per Bylaws§ III.A.) (Board) (5 min)

5. UPDATES, REPORTS AND DISCUSSION

- a) Report on **County water supplies and drought conditions** (Phil Miller, Deputy Director, Public Works) (10 min)
- b) Update on **Napa County land use programs and projects** (David Morrison, Director, Planning, Building and Environmental Services) (20 min)
- c) Update on the **MCE Clean Energy Program** for Napa County (Staff) (10 min)
- d) Update on **Water Availability Analysis** (WAA) Planning Commission meeting held January 7, 2015 (Staff) (5 min)

(cont.)

5. **UPDATES, REPORTS AND DISCUSSION** (*cont.*)

e) Other reports and updates (Staff/Board)

6. **PRESENTATION AND DISCUSSION**

Presentation on **Stormwater Resources in Contra Costa County** - A look at how the Contra Costa Watershed Forum, Flood Control District, and Contra Costa Clean Water Program are organized, funded, and work together on stormwater resource issues (Mitch Avalon, consultant for the Contra Costa County Flood Control and Water Conservation District) (*30 min*)

7. **DISCUSSION AND POSSIBLE ADOPTION OF 2015 WICC BOARD STRATEGIC PLAN**

Board discussion, possible adoption, and recommendation that the Napa County Board of Supervisors accept the **2015 WICC Board Strategic Plan** (Board/Staff) (*15 min*)

8. **INFORMATIONAL ANNOUNCEMENTS**

Exchange of **informational announcements and events** (Staff/Board/Public) (*5-10 min*)

9. **FUTURE AGENDA ITEMS**

Discussion of possible **items for future agendas** (Board/Staff) (*5 min*)

10. **NEXT MEETING** (Chair)

Regularly Scheduled Board Meeting: **March 26, 2015 – 4:00 p.m.**

11. **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, 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
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Tel: 707-259-8600

info@napawatersheds.org

1. CALL TO ORDER & ROLL CALL (Chair)

The meeting was called to order at 4:30pm (once a quorum was obtained). Agenda items 4(a) and 6(c) were not heard due to late start.

Members Present: *Tosha Comendant, Michael Haley, Gary Kraus, Kenneth Leary, Marc Pandone, Matt Pope, Scott Sedgley, Pamela Smithers, Peter White*

Members excused: *Susan Boswell, Diane Dillon, Marita Dorenbecher, Jason Lauritsen, Mark Luce, Gretchen Stranzl McCann, Jeff Reichel, Keith Caldwell*

Members absent: *Rita Steiner*

Staff present: *Patrick Lowe, Jeff Sharp*

2. APPROVAL OF ACTION MINUTES

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

Approved as presented

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

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)

None provided.

4. UPDATES, REPORTS AND DISCUSSION

a) Update on **Napa County's Water Availability Analysis** public workshop held November 5, 2014 (WICC Staff) (5 min)

Item not heard due to late start.

(cont.)

- b) Report on the publication of the **2015 Watershed Education Calendar** – “Favorite Watershed Places” (Eric McKee, Education Program Coordinator, Napa County RCD) (5 min)
Mr. McKee reported on the calendar’s production and theme (favorite watershed places). Mr. McKee provided the Board with copies of the calendar. 4,000 copies were printed and will be distributed throughout the County. This is the 11th annual watershed education calendar. The WICC, RCD and Friends of the Napa River share in the production and printing cost.

- c) Other reports and updates (WICC Staff; Board)

Jeff Sharp reported on water conservation data collected by the City of Napa Water Division (Pat Costello) comparing water use (conservation effort) between 2013 and 2014 irrigations season (March – October). 13% less water was used in 2014 than in 2013. 2014 use was the lowest since 1994. In 1994 there were 12,000 fewer residents served and fewer hotels and restaurants within the City’s service area.

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)

Tina Stott, the Board’s strategic planning consultant, provided the Board with a review of the planning process to date, changes made to the plan since the Board’s last meeting and changes made for clarity and consistency throughout the document. The Board discussed changing the name of the WICC. Marc Pandone requested that the WICC receive more reports from the County Planning Dept. on pending development project/ policies (vineyards/climate action plan). Michael Haley asked what the WICC’s role is with respect to development projects. Ms. Stott noted that in prior meetings it was discussed and the Board agreed that it would not comment on specific projects. Patrick Lowe reminded the Board that they were created by the Board of Supervisors as a non-regulatory committee and to be advisory on a wide range of broad policies (local, Regional and State) related to water/watershed issues and not to engage specially on development projects. Mr. Lowe pointed out that the WICC membership includes two members from Board of Supervisors and one member from the County Planning Commission. Discussing the merits of development projects in advance of the established process (e.g., project meetings, environmental review, public noticing, and hearings) would be problematic and a conflict for the Supervisors and Commissioner on the WICC. Ms. Stott suggested that the WICC could receive informational presentations by the Planning Dept. Pam Smithers recommended that the WICC membership should know what is going on with upcoming land use activities so that it could “provide the best information possible” as stated in the strategic plan. Mr. Lowe agreed that the Planning Director or senior staff could come to the WICC and provide an update on land use activities and programs. The Board discussed the value of having more information about projects and policies, but questioned the level of public discussion possible at the WICC without having to recuse oneself from a future public hearing related to a specific project or policy. Mr. Lowe will check with County Council as to what level of discussion could occur. Peter White and others recommended taking a high-level look/review of land use/development and not to focus on any one specific project. Ms. Stott recommended adding an item to Goal 4a of the strategic plan mentioning the need for regular informational updates by the County Planning Dept. The Board also discussed changing the name of the WICC to better reflect the current role of the WICC Board. Ms. Stott presented the Board with a number of possibilities and the Board weighed the pros and cons of each. The Board decided that the name Watershed Information and Conservation Council best suited their current role and requested that the new name be considered by the Board of Supervisors when the updated plan is presented to them for their acceptance. Due to the absence of some members, it was recommended that the final plan come back to the WICC Board in January for final approval.

6. PRESENTATION AND DISCUSSION

- a) Presentation on **2014 fisheries monitoring** efforts and results (Jonathan Koehler Senior Biologist, Napa County RCD) (10 min)
Item not heard due to late start.

- 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)

Caitlin Cornwall provided the Board with a presentation, giving an overview of the project, its partners and examples of some of the analyses that will be conducted. The objective of the project is to provide detailed future climate and hydrology information, customized through manager input, for direct application to real-world climate adaptation challenges, using a consistent analysis framework across the north-bay, based on the highest-resolution climate projections available. Ms. Catlin presented a number of maps illustrating various climatic change scenarios and the potential environmental impacts/changes possible in the north-bay. A follow-up presentation will be given in the spring once draft products have been developed specifically for the Napa River watershed.

7. INFORMATIONAL ANNOUNCEMENTS

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

Marc Pandone informed the Board of a Sierra Club Meeting at 6:30pm at the Napa County Library (Napa Main Branch), Thursday November 20, 2014.

8. FUTURE AGENDA ITEMS

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

None presented.

9. NEXT MEETING (Chair)

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

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
E		E	E			E		E	E			E			A		

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						

Item #4 - DISCUSSION AND ACTION

- a) **Election of Chair and Vice-Chair** for 2015 (per Bylaws§ II.A.) (Board) (5 min)
- b) Discussion and **adoption of 2015 Meeting Calendar** (per Bylaws§ III.A.) (Board) (5 min)



EXCERPT FROM THE WICC BOARD BYLAWS

Excerpt regarding election of officers:

- II. **OFFICERS.** The officers of the WICC Board shall be the Chair, Vice-Chair and Secretary, chosen as follows:
 - A. **Time of Election of the Chair and Vice-Chair.**
At the first organizational meeting and thereafter at the WICC Board's annual organizational meeting, the membership of the WICC Board shall elect the Chair and Vice-Chair from among themselves.

Excerpt regarding adoption of yearly calendar:

- III. **MEETINGS**
 - A. **Date of Regular Meetings.**
... the WICC Board shall adopt at the first meeting of the WICC Board, of each calendar year. Notwithstanding the foregoing, any regularly scheduled meeting of the WICC Board may be canceled by majority vote or, if there is not a quorum, be adjourned by the Chair or Secretary in the manner set forth in Section III(G) of these by-laws.



A Tradition of Stewardship
A Commitment to Service

WICC



Board of Directors

2015 Meeting Calendar

"To educate and support community efforts to maintain and improve the health of Napa County's watershed lands"

Members:

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

Alternate:

- Keith Caldwell

Staff:

- Patrick Lowe
- Natural Resources
- Conservation Manager
- Public Works
- Jeff Sharp
- Principal Planner
- Public Works
- Robert Martin
- Legal Counsel
- County Counsel's Office

Meeting Details

Time: 4:00 PM

Location:

2nd Flr. Conference Room
Hall of Justice Building
1125 Third St., Napa CA

These are public meetings,
all are welcome to attend.

Time and location may change
as directed by the Board.

January

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30	31	

August

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23	24	25	26	27	28	29
30	31					

September

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December

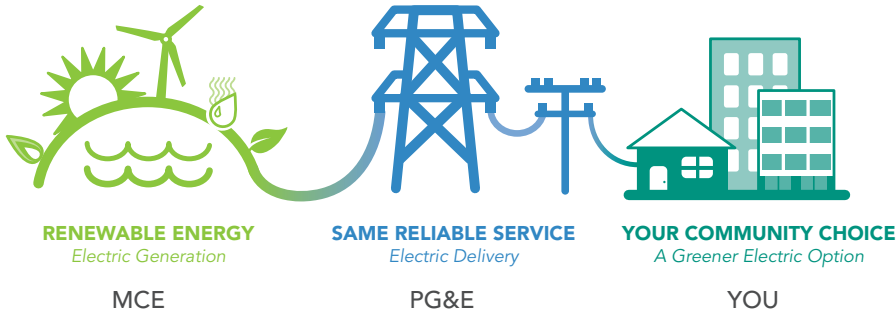
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

○ - Regular Meeting Dates Note: additional meetings may be scheduled as needed




MCE Napa County. Cleaner energy and lower rates.

MCE is a not-for-profit, community-based public power agency partnering with PG&E to provide electric service. If your home or business is outside of city limits in unincorporated Napa County, your account will be enrolled with MCE's Light Green 50% renewable service in February 2015, unless you choose to opt out.

How it works



Your energy choices

-  **MCE Deep Green**
100% renewable
Sign up online or by phone.
-  **MCE Light Green**
50% renewable
Do nothing and your account will be enrolled in February 2015.
-  **PG&E**
22% renewable
To keep PG&E energy, opt out of MCE online or by phone.

Typical annual savings for Light Green customers



To make your choice:

1 (888) 632-3674

info@mceCleanEnergy.org

www.mceCleanEnergy.org/NapaCounty



Napa County
has the power...
to choose cleaner,
low-cost energy.

Michael Honig and daughters
Honig Vineyard and Winery, Rutherford



Live cleaner and greener, for less.

MCE offers 50-100% renewable energy at lower rates. We can choose energy that comes from clean, renewable sources like solar, wind and geothermal. Coming to unincorporated Napa County in February 2015.

1 (888) 632-3674 | mceCleanEnergy.org/NapaCounty



A Tradition of Stewardship
A Commitment to Service

<ACCOUNT HOLDER NAME>
<ADDRESS 1>
<ADDRESS 2>
<CITY><STATE><ZIP>

November 10, 2014

Your electric account(s) will be enrolled with MCE's low-cost, greener power in February 2015, unless you choose to opt out.

The Napa County Board of Supervisors have voted to join MCE, a not-for-profit, community-based organization partnering with PG&E to provide your electric service. With our low rates and cleaner energy, you can help clean up the environment within your budget!

We offer choices for 50-100% renewable energy from solar, wind, bioenergy, geothermal and hydroelectricity.

Aside from low rates and cleaner energy generation, not much will change. PG&E will still handle electric delivery, maintain the power lines, read your meter and send your monthly bill. Your bill will include charges for both PG&E electric delivery and MCE electric generation. You will never be double-billed for your service because MCE's generation charge will replace PG&E's.

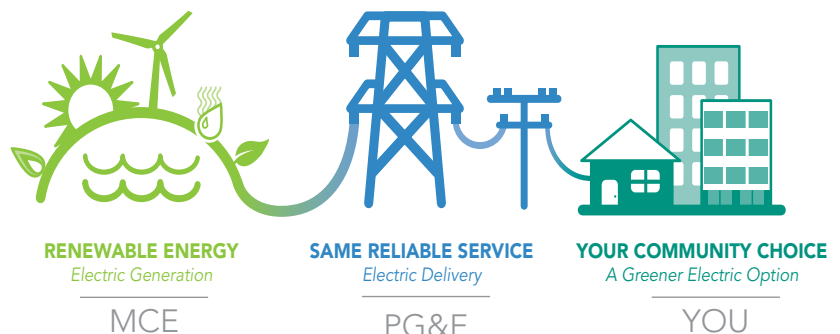
Here are the options you now have for your power supply, and how to make your choice!

Your Energy Choices	How to Make Your Choice
1 MCE's Light Green 50% renewable energy	Do nothing and your account will be enrolled in February 2015
2 MCE's Deep Green 100% renewable energy A penny more per kilowatt-hour, or about \$5/month for the average home, gets you 100% renewable energy!	Enroll online or by phone
3 PG&E's 22% renewable energy	Opt out of MCE online or by phone

It's your choice and any of these is a simple phone call or website click away. **Call 1 (888) 632-3674 or visit www.mceCleanEnergy.org to opt out or sign up for Deep Green.** Please have your PG&E bill on hand to process your request.

Sincerely,

Dawn Weisz
MCE Executive Officer



MCE Terms and Conditions of Service

Rates

MCE electric generation rates are stable and cost-competitive. Any changes to MCE rates will be adopted at duly noticed public MCE Board meetings. Changes to PG&E or MCE rates will impact cost comparisons between MCE and PG&E. PG&E charges MCE customers a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. These fees are always included in our cost comparisons. **View MCE rates and PG&E cost comparisons at www.mceCleanEnergy.org/rates or call 1 (888) 632-3674 for more information. These rates and cost comparisons may change over time.**

Financial assistance programs like CARE (California Alternative Rates for Energy), FERA (Federal Electric Rate Assistance) and Medical Baseline Allowance remain the same with MCE. If you are enrolled in any of these programs with PG&E, you will continue to be enrolled if you choose MCE.

Billing

You will receive a single monthly bill from PG&E which will include MCE's electric generation charge. MCE's electric generation charge **replaces** PG&E's electric generation charge. **MCE's charge is not a duplicate charge or extra fee.** PG&E will continue to charge for electric delivery services. If you opt out of MCE, PG&E will resume charging you for electric generation.

Enrollment

As a not-for-profit, community based organization, MCE will become the default electric generation provider in unincorporated Napa County in February 2015. California State Assembly Bill 117, passed and signed into law in 2002, requires that programs like MCE automatically enroll customers.

Your account will be automatically enrolled with MCE's Light Green 50% renewable energy service on your regularly scheduled meter read date in February 2015. You may request to opt out at any time. You may also choose Deep Green 100% renewable energy. To opt out, or to sign up for Deep Green, call 1 (888) 632-3674 or visit www.mceCleanEnergy.org. Please have your PG&E account information on hand to process your request.

Opt Out

You may request to opt out of MCE at any time by calling 1 (888) 632-3674 or by visiting www.mceCleanEnergy.org/opt-out. Please have your PG&E account information on hand to process your request.

If you do not opt out before MCE service starts or within 60 days after MCE service starts you will be subject to the payment of a one-time \$5 (residential) or \$25 (commercial) administrative fee, will not have the option to return to MCE for one year and will be subject to PG&E's terms and conditions of service. For information on PG&E's terms and conditions visit www.mceCleanEnergy.org/terms. You will not be charged an administrative fee if you opt out before MCE service starts or within the first 60 days after your enrollment with MCE, or if you cancel electric service. Your opt out request must be received five business days prior to your account meter read date in order to switch service to PG&E before your next billing cycle begins. Your account will be transferred to PG&E on your meter read date and cannot be transferred during a billing cycle. You will be charged for all electricity procured by MCE on your behalf prior to the cancellation or transfer of electric service to PG&E.

Failure to Pay

MCE may transfer your account to PG&E upon 14 calendar days' written notice to you if you fail to pay your bill. If your service is transferred you will be required to pay the termination fee described above.

MCE is governed by a Board of Directors of elected officials from Marin County, Unincorporated Napa County and the Cities of Richmond and San Pablo. We're committed to protecting customer privacy. Learn more at www.mceCleanEnergy.org/privacy.

Item #7 - DISCUSSION AND POSSIBLE ADOPTION OF 2015 WICC BOARD STRATEGIC PLAN

Board discussion, possible adoption, and recommendation that the Napa County Board of Supervisors accept the 2015 WICC Board Strategic Plan (Board/Staff) (15 min)



Summary of Final Plan Changes/Edits

The following edits were made to the Final Draft Strategic Plan based upon input received at the Board's November 20, 2014 meeting:

Goals and Subgoals Table – Edited table on pg. 6 to reflect the Subgoal changes/edits listed below

Subgoal 3A – added “timely and relevant” to first bullet

Subgoal 3B - added bullet: “Develop a worksheet of talking points/quick facts about the WICC that can be used as a guide to talking about the WICC both formally and informally”

Subgoal 4A – added bullet and text box: “Identify timely and relevant presentation topics in order to keep the WICC board up-to-date on activities affecting Napa County’s watersheds. Recurring presentations should include:

- Informational presentations on each watershed focusing on current plans and projects and the cumulative impacts of these projects on water-related issues.
- One to two informational presentations by the County Planning Department on current plans and projects”

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

Subgoal 4C – changed to read: “Change the name of the WICC to the Watershed Information and Conservation Council (also WICC) to reflect the outcomes of the Strategic Plan and the WICC’s mission, goals, and roles.

- During preparation of this Strategic Plan, the WICC Board agreed to change the name of the Watershed Information Center and Conservancy (WICC) to the Watershed Information and Conservation Council (WICC) to clearly convey the WICC’s key roles and mission. The Board evaluated many names and determined this one best reflects what the WICC does and also maintains the acronym WICC which is well-known in the County.
- Request the name change be approved by the Napa County Board of Supervisors.
- Once approved, announce and implement the name change.
 - Change the name on all WICC materials that do not involve printing,

- Prepare a press release and an article for the website announcing the name change.
- Publicize the new name to the WICC partners including the cities and County agencies.
- Do not reprint letterhead or materials until a new supply is needed in order to use funds efficiently”

Subgoal 4D – changed the last bullet to read: “The new name of the WICC as set forth in Subgoal 4C above”

FINAL

2015 Strategic Plan

January 2015

Prepared for

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



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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**, to help 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

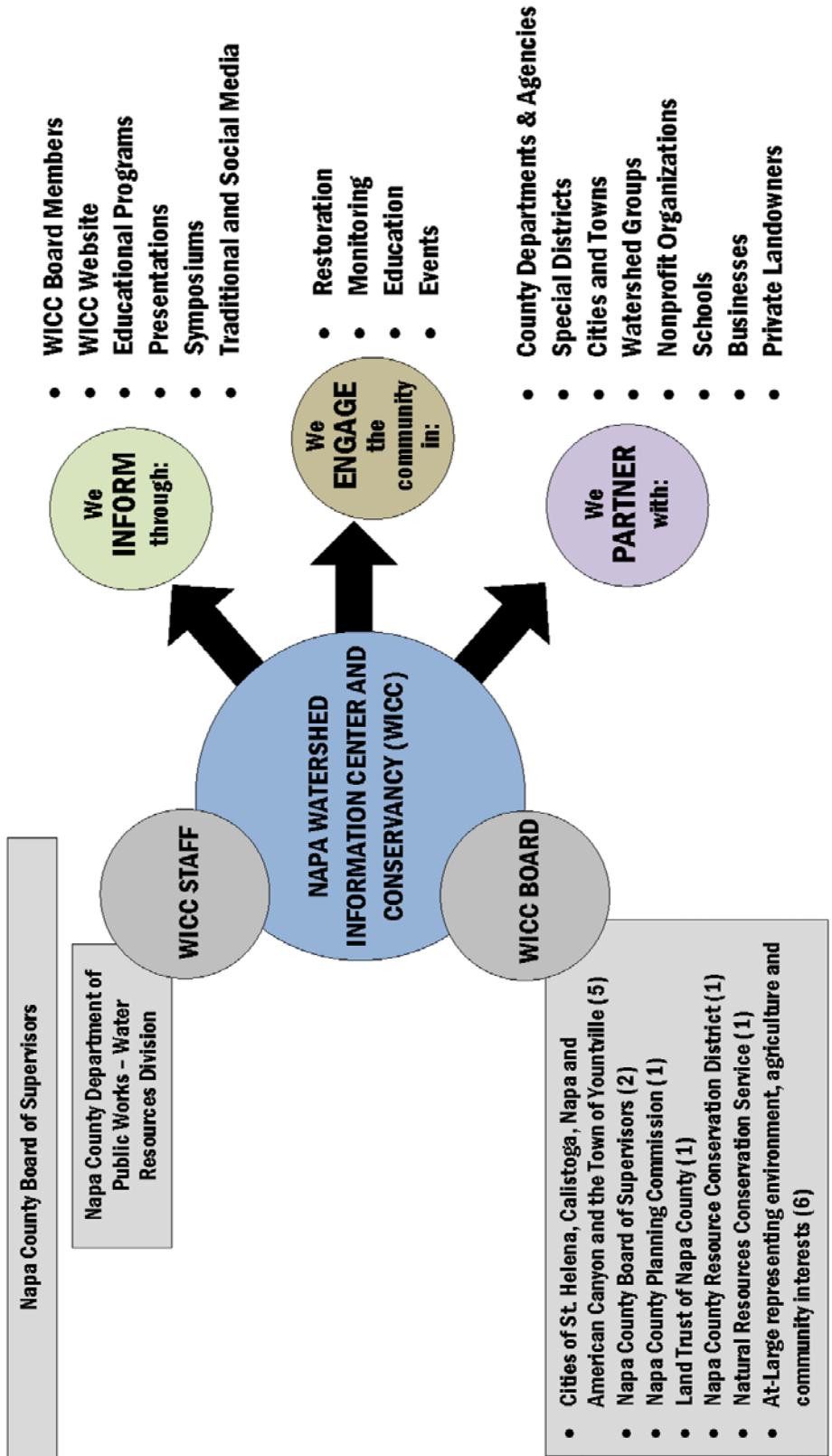
- Improving the health of Napa County's watersheds by informing, engaging and fostering partnerships within the community.

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**

		Existing/Proposed	Priority/Expand/ Maintain	Cost
<p>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.</p>				
<p>Goal 1: Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.</p>	Subgoal 1A: Support the development of watershed management and monitoring plans for Napa County's watersheds and secure the resources necessary to implement and maintain the monitoring program over the long-term.	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	\$
<p>Goal 2: Strengthen and expand community understanding, connections and involvement to improve the health of Napa County's watersheds.</p>	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	\$\$\$
<p>Goal 3: Support informed decision-making on topics that affect the health of Napa County's watersheds.</p>	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	\$
<p>Goal 4: Improve WICC Board efficiency and effectiveness.</p>	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: Change the name of the WICC to the Watershed Information and Conservation Council (also WICC) to reflect the outcomes of the Strategic Plan and the WICC's mission, goals, and roles.	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	\$
<p>Goal 5: Explore additional funding opportunities to support the goals of the WICC.</p>	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 timely and relevant 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 worksheet of talking points/quick facts about the WICC that can be used as a guide to talking about the WICC both formally and informally.
- 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.
- Identify timely and relevant presentation topics in order to keep the WICC board up-to-date on activities affecting Napa County's watersheds. Recurring presentations should include:
 - Informational presentations on each watershed focusing on current plans and projects and the cumulative impacts of these projects on water-related issues.
 - One to two informational presentations by the County Planning Department on current plans and projects.

Existing ■ Expand (as funds allow)

\$\$/Resources

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

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

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: Change the name of the WICC to the Watershed Information and Conservation Council (also WICC) to reflect the outcomes of the Strategic Plan and the WICC’s mission, goals, and roles.

- During preparation of this Strategic Plan, the WICC Board agreed to change the name of the Watershed Information Center and Conservancy (WICC) to the Watershed Information and Conservation Council (WICC) to clearly convey the WICC’s key roles and mission. The Board evaluated many names and determined this one best reflects what the WICC does and also maintains the acronym WICC which is well-known in the County.
- Request the name change be approved by the Napa County Board of Supervisors.
- Once approved, announce and implement the name change.
 - Change the name on all WICC materials that do not involve printing,
 - Prepare a press release and an article for the website announcing the name change.
 - Publicize the new name to the WICC partners including the cities and County agencies.
 - Do not reprint letterhead or materials until a new supply is needed in order to use funds efficiently.

Proposed ■ Priority 3

\$/Resources

Measure of Success:
WICC name reflects its mission and roles 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 as set forth 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)

Proposed ■ Priority 2

\$\$/Resources

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

- 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

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.**