



Board of Directors

Michelle Benvenuto
Barry Christian
Tosha Comendant
Anne Cottrell
Evelyn Denzin
Diane Dillon
Marita Dorenbecher
Geoff Ellsworth
David Graves
Jason Lauritsen
Bernie Narvaez
Alfredo Pedroza
Bill Pramuk
Kimberly Richard
Pamela Smithers
Pierre Washington
Donald Williams

Alternates

Mariam Aboudamous
Lisa Gift
Ryan Gregory
Eric Knight
Mary Koberstein
Beth Painter
Brent Randol

Staff

David Morrison
Secretary
Director of Planning,
Building &
Environmental Services

Jeff Sharp,
Supervising Planner,

1195 Third St,
2nd Floor
Napa, CA
94559

Tel: 707-253-4417

info@napawatersheds.org

AGENDA

REGULAR MEETING

Thursday, April 22, 2021, 3:00 p.m.

Via Zoom Meeting Conference

1195 Third St., Suite 103, First Floor, HR Conference Room, Napa, CA 94559

IMPORTANT NOTICE REGARDING COVID-19 AND PARTICIPATION IN THE WATERSHED INFORMATION & CONSERVATION COUNCIL MEETING. Watershed Information & Conservation Council (WICC) meetings will be conducted via teleconference using the Zoom conferencing platform in order to minimize the spread of the COVID-19 virus, in accordance with the State of Emergency proclaimed by Governor Newsom on March 4, 2020, Executive Order N-29-29 issued by Governor Newsom on March 17, 2020, and the Shelter in Place Order issued by the Napa County Health Advisory Committee. Instructions for public participation are below:

The Watershed Information & Conservation Council realizes that not all County residents have the same ways to stay engaged, so several alternatives are offered. Please watch or listen to the Watershed Information & Conservation Council meetings in one of the following ways:

1. Listen on your phone – via Zoom at 1-669-900-6833 Enter Meeting ID (858 9812 7545) once you have joined the meeting.
2. Watch via the Internet – view the Live Stream via Zoom by <https://www.zoom.us/join>, then enter Meeting ID (858 9812 7545).

You may submit public comment for any item that appears on the agenda or general public comment for any item or issue that does not appear on the agenda, as follows:

Please provide your name and the agenda item on which you are commenting

1. **Via Email** – send your comment to the following email address: wicc@countyofnapa.org. Emails received will not be read aloud but will still become part of the public record.
2. **Online**
 1. Use the Zoom attendee link: <https://www.zoom.us/j/85898127545>. Make sure the browser is up-to-date.
 2. Enter an email address and your name. Your name will be visible online while you are speaking.
 3. When the Chair calls for the item on which you wish to speak, click “**raise hand**”. Mute all other audio before speaking to avoid feedback.

When called, please limit your remarks to three minutes.

After the comment, your microphone will be muted.

(cont.)

3. **By Phone**

1. Call the Zoom phone number and enter the webinar ID: **1-669-900-6833** Enter Meeting ID: **858 9812 7545**
2. When the Chair calls for the item on which you wish to speak, **press *9 to raise a hand.**
****Please note that phone numbers in their entirety will be visible online while speakers are speaking****
3. Please limit your remarks to three minutes. After the comment has been given, your phone will be muted.

All comments will be heard in the order received.

The above-identified measures exceed all legal requirements for participation and public comment, including those imposed by the Ralph M. Brown Act and Executive Order N-29-20. If you have any questions, contact us via telephone at (707) 253-4417 or send an email to PBES@Countyofnapa.org.

1. **CALL TO ORDER AND ROLL CALL (Chair) (2 min)**
2. **APPROVAL OF ACTION MINUTES – January 28, 2020 (Chair) (5 min)**
3. **PUBLIC COMMENT –** At this time, anyone may address the Council regarding any subject over which the Council has jurisdiction but which is not on today's posted agenda. In order to provide all interested parties an opportunity to speak, time limitations shall be at the discretion of the Chair. As required by Government Code, no action or discussion will be undertaken on any item raised during this Public Comment period (Chair) (10 min)
4. **PRESENTATION ON NORTH BAY WATER ASSOCIATION (NBWA) PRIORITIES FOR 2021**
This presentation provides an update on the North Bay Water Association's work program and priorities for 2021 (Andy Rodgers, NBWA, Executive Director) (15 min)
5. **UPDATE ON "STREAM WATCH" – A NEW COMMUNITY SCIENCE PROGRAM TO CONNECT PEOPLE TO LOCAL STREAMS AND PROVIDE USEFUL DATA**
This update highlights "Stream Watch," a new community science stream monitoring program launched in November 2020. This update shares progress and community involvement (Paul Blank and Ashley Kvitek, Napa County Resource Conservation District, Environmental Scientist III and Community Engagement Project Manager) (10 min)

(cont.)

6. PANEL PRESENTATION AND DISCUSSION: ADDRESSING DROUGHT LOCALLY – AWARENESS, PLANNING & ACTIONS

As drought persists, there is a need to continue drought-planning efforts, reduce water demand and increase water use efficiency. Guest speakers will highlight local efforts to prepare for and manage reoccurring drought (60 min)

Presentation	Speaker	Speaker Affiliation
Napa County’s Water Supply Outlook in 2021 (10 min)	Rick Thomasser	Flood Control District Napa County
Drought Contingency Plan Update (10 min)	Pat Costello	Public Works City of Napa
Napa Green Land Certification Program Updates (15 min)	Anna Brittain	Executive Director Napa Green
Irrigation & Soil Health Management in Vineyards (10 min)	Miguel Garcia	Sustainable Ag Program Manager Napa Resource Conservation District
Enhancing Water Use Efficiency at Markham Vineyards (15 min)	Adrienne Uboldi	Grower Relations Manager Markham Vineyards

7. STRATEGIC PLANNING DISCUSSION:

The WICC Strategic Plan is outdated and needs updating. A strategic planning approach will be introduced and next steps discussed (David Morrison, Planning, Building & Environmental Services Director) (10 min)

8. INFORMATIONAL ANNOUNCEMENTS:

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

- a. Kendra Bruno (Environmental Education Coalition of Napa County) will summarize activities to celebrate Earth Day
- b. Other announcements

9. FUTURE AGENDA ITEMS:

Discussion of future agenda items (Staff/Council) (5 min)

10. NEXT MEETING:

Next scheduled meeting: **Thursday, July 22, 2020 – 3:00 p.m.**
Via Zoom Meeting Conference

(cont.)

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, 1195 Third St. Suite 210, Napa CA 94559





ACTION MINUTES

REGULAR MEETING

Thursday, January 28, 2021, 3:00 p.m.

Via Zoom Meeting Conference

1195 Third St., Suite 103, First Floor, HR Conference Room, Napa, CA 94559

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1. **CALL TO ORDER AND ROLL CALL** (Chair) (2 min)
 Welcome Pierre Washington from American Canyon City Council, Bernie Narvaez from Napa City Council, and Beth Painter, Napa City Council alternate.

Directors Present: Michelle Benvenuto, Barry Christian, Tosha Comendant, Anne Cottrell, Evelyn Denzin, Diane Dillon, Marita Dorenbecher, Geoff Ellsworth, David Graves, Jason Lauritsen, Pierre Washington, Bernie Narvaez, Pamela Smithers, Donald Williams.

*Directors excused Alfredo Pedroza, Kimberly Richard, and Bill Pramuk
Staff present: David Morrison, Jeff Sharp, Lashun Fuller.*

2. **APPROVAL OF ACTION MINUTES** – October 22, 2020 (Chair) (2 min)
Minutes for the October 22, 2020 meeting were approved as presented

<i>MB</i>	<i>BC</i>	<i>TC</i>	<i>AC</i>	<i>ED</i>	<i>DD</i>	<i>MD</i>	<i>GE</i>	<i>DG</i>	<i>JL</i>	<i>PW</i>	<i>AP</i>	<i>RG</i>	<i>BP</i>	<i>KR</i>	<i>BN</i>	<i>PS</i>	<i>DW</i>
	<i>1st</i>									<i>A</i>	<i>E</i>	<i>A</i>	<i>E</i>	<i>E</i>	<i>A</i>		<i>2nd</i>

3. **PUBLIC COMMENT** – *No Public Comment*

(cont.)

4. DISCUSSION AND ACTION:

- a) Election of Chair and Vice-Chair for 2021 (per Bylaws§ II.A.) (Council) (5 min)
Directors voted to elect Tosha Comendant as Chair

MB	BC	TC	AC	ED	DD	MD	GE	DG	JL	PW	AP	RG	BP	KR	BN	PS	DW
						<u>1st</u>	<u>2nd</u>				E		E	E			

Directors voted to elect Michelle Benvenuto as Vice Chair

MB	BC	TC	AC	ED	DD	MD	GE	DG	JL	PW	AP	RG	BP	KR	BN	PS	DW
					<u>2nd</u>			<u>1st</u>			E		E	E			

- b) Discussion and adoption of 2021 Meeting Calendar (per Bylaws§ III.A.) (Council) (5 min)
Directors voted to adopt the 2021 meeting calendar

MB	BC	TC	AC	ED	DD	MD	GE	DG	JL	PW	AP	RG	BP	KR	BN	PS	DW
					<u>2nd</u>			<u>1st</u>			E		E	E			

5. UPDATE ON NAPA VALLEY DROUGHT CONTINGENCY PLAN

Update and presentation on the Napa Valley Drought Contingency Plan (DCP), including progress on mitigation/response actions and administrative/organizational framework tasks (Patrick Costello, City of Napa, DCP Task Force) (15 min)
Patrick Costello gave presentation with discussion, no action taken.

6. UPDATE ON POST-FIRE WATERSHED RECOVERY

Update on Post-Fire Watershed Recovery efforts (Patrick Ryan and Jamison Crosby, Napa County Watershed and Water Quality Protection Unit) (15 min)
Patrick Ryan gave presentation with discussion, no action taken.

7. PRESENTATIONS AND DISCUSSION: FISH PASSAGE AND BARRIER REMOVAL – THE BENEFITS AND CHALLENGES OF EXPANDING FISHERIES HABITAT THROUGH THE REMOVAL OF FISH PASSAGE BARRIERS

Salmon, steelhead trout, lamprey and other species migrate to their native habitats to reproduce. Some species swim thousands of miles through oceans and rivers to reach their destination. When human-engineered barriers, such as dams and culverts, block species migration, they cannot reach their native habitat to reproduce and maintain their populations. (60 min)

Fish Passage Barrier Removal – A Regional Priority Restoration Action	Matt Erickson	Environmental Scientist, California Department of Fish and Wildlife
York Creek Dam Removal	Jenn Hyman	Project Manager, EKI Environment & Water Inc.

Napa River & Greenwood Ave. Fish Passage Barrier Removals	Derek Rayner	Public Works Director, City of Calistoga
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The Board received the presentations referenced in the table above with discussion, no action taken.

8. INFORMATIONAL ANNOUNCEMENTS:

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

- *Jeff Sharp – announced a new website for the Ground Water Sustainability Agency.*
- *Barry Christian – announced that the Napa Open Space District has written a letter to the Board of Supervisors presenting a plan to help the District with their funding, because the twin punches there from Covid-19 and the fires.*

9. FUTURE AGENDA ITEMS:

Discussion of future agenda items (Staff/Council) (5 min)

None.

10. NEXT MEETING:

Next scheduled meeting: **April 22, 2020 – 3:00 p.m.**
Via Zoom Meeting Conference
 1195 Third St. Suite 103, Conference Room
 Napa, CA 94559

11. ADJOURNMENT (Chair)

<i>MB</i>	<i>BC</i>	<i>TC</i>	<i>AC</i>	<i>ED</i>	<i>DD</i>	<i>MD</i>	<i>GE</i>	<i>DG</i>	<i>JL</i>	<i>PW</i>	<i>AP</i>	<i>RG</i>	<i>BP</i>	<i>KR</i>	<i>BN</i>	<i>PS</i>	<i>DW</i>
											<i>E</i>		<i>E</i>	<i>E</i>			

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Voting Key

If not unanimous, votes will be tallied (N = No; A = Abstained, E = Excused) using the following Board Member abbreviations: MB = Michelle Benvenuto; BC = Barry Christian; TC = Tosha Comendant; AC = Anne Cottrell; ED = Evelyn Denzin; DD = Diane Dillon; MD = Marita Dorenbecher; GE = Geoff Ellsworth; DG = David Graves; JL = Jason Lauritsen; PW = Pierre Washington; AP = Alfredo Pedroza; BP = Bill Pramuk; KR = Kimberly Richard; BN = Bernie Narvaez; PS = Pamela Smithers; DW = Donald Williams; Alternates: MA = Mariam Aboudamous, EK = Eric Knight, BP = Beth Painter, RG = Ryan Gregory, MK = Mary Koberstein; LG = Lisa Gift; BR = Brent Randol.

Example Key:

<i>MB</i>	<i>BC</i>	<i>TC</i>	<i>AC</i>	<i>ED</i>	<i>DD</i>	<i>MD</i>	<i>GE</i>	<i>DG</i>	<i>JL</i>	<i>PW</i>	<i>AP</i>	<i>BP</i>	<i>KR</i>	<i>BN</i>	<i>PS</i>	<i>DW</i>
	<i>N</i>							<i>A</i>							<i>E</i>	



North Bay Watershed Association

Strategic Plan 2019-2023

Draft for NBWA Board approval: April 5, 2019

INTRODUCTION

During the Fall of 2018, the Board of the North Bay Watershed Association undertook a Strategic Planning process to better refine the focus of the organization and prepare to address the important issues and opportunities expected in the next five years. During the course of four sessions [see process description Appendix A] the Board defined a vision; refined its Mission Statement, and set out a set of four strategic directions shown in Figure 1.

OUR SHARED VISION

- Manage all water holistically and sustainably as one molecule of life;
- Work together to fund efficient and effective Multi-benefit projects and programs;
- Provide dynamic and insightful regional leadership on watershed solutions;
- Restore people and place through watershed-based planning and habitat recovery to achieve a clean sustainable environment;
- Lead the North Bay in climate change resilience and adaptation for our community;
- Apply science and innovation to drive responsible and efficient water use;
- Assist diverse organizations to come together to work collaboratively on common challenges with respect and good humor.

OUR MISSION

Facilitate partnerships across political boundaries that promote stewardship of the North Bay Counties watershed resources. This will be accomplished by:

Bring together local agencies to work cooperatively and effectively on issues of common interest.

Be proactive on watershed based regulation, which increasingly affects areas beyond traditional political boundaries.

Work cooperatively to increase eligibility for watershed based funding.

Maximize effective use of resources.

Enhance the NBWA's influence on local, state, and federal policies and programs.

Educate communities about the importance of watershed stewardship.

OUR STRUCTURE *BOARD MEMBERS*

Bel Marin Keys Community Services District	Las Gallinas Valley San. District	Sonoma Valley County Sanitation District
Cen. Marin Sanitation Agency	Marin County Stormwater Pollution Prevention Program	Sonoma Water
City of American Canyon	Marin Municipal Water District	<i>Group Members:</i>
City of Novato	Napa County Flood Control & Water Conservation District	<i>City of Mill Valley/Sewerage Agency of Southern Marin</i>
City of Petaluma	Napa Sanitation District	<i>Associate Members: Tomales Bay Watershed Council; The Bay Institute (List current</i>
City of San Rafael	North Marin Water District	<i>January 2019; See Appendix B for organizational details)</i>
City of Sonoma	Novato Sanitary District	
County of Marin	Ross Valley Sanitary District	
County of Napa	Solano County Water Agency	
County of Sonoma		



Figure 1. NBWA Strategic Directions

Each Strategic Direction has a short, specific strategy action plan. This will assist the Association and the individuals/teams assigned to work on this element and provide the ability to identify key steps, progress, barriers or issues to resolve. These documents will be updated as needed.

STRATEGIC DIRECTION 1: TAKE A ONE WATER APPROACH FOR THE NORTH BAY

INTENT

The North Bay Watershed Association will bring members and partners together to look for ways that will build a more sustainable and integrated regional water supply portfolio, improve regional water quality, and restore our watersheds.

Over time, the One Water approach will address the need to plan for a more resilient water future through coordination and planning across the entire North Bay. A changing climate and increased regulatory pressure is creating evolving demands on our land and water resources to meet community needs. The NBWA will strengthen our relationships to develop more integrated and responsive water supply, recycling, infiltration and runoff, flood and sea level rise management, and habitat restoration/protection efforts across our boundaries to sustainably manage our "one water". Using a long planning horizon, informed by member capital budget planning and a deeper coordination, we will strengthen our response to emergencies, unpredictable climate conditions, and contribute to the processes that lead to positive regulatory changes. We will seek future funding opportunities while demonstrating our leadership in managing our water resources in balance with needs.

POSSIBLE KEY ACTIONS

1. Within six months NBWA will host 2-3 meetings with member General Managers to begin discussion
 2. By the start of 2020, the NBWA Board and the Technical Committee have defined a set of key gaps, challenges and opportunities for regional action on our shared issues.
-

SUCCESS INDICATORS

One Year: Member agency staff and General Managers have met to share issues and concerns and define short term, medium term and long-range challenges and opportunities. The end goal is to find regional approaches that will result in more efficient and effective water management, including supply, reuse (with NBWRA lead), groundwater, stormwater, water quality, sea level rise, and watershed protection.

Three Years: The NBWA is actively working on 1-3 regional efforts to improve regionally integrated and sustainable water and watershed projects

RESOURCES (AVAILABLE AND NEEDED)

Consider the need to develop and implement a One Water Regional Plan – formal plan development would require member interest and support, consultant support, and new funding.

NBWA Board delegates speak with their fellow agency Board members and staff to help establish this as a priority

LINKS AND CONNECTIONS

NBWRA should be part of discussions and ongoing dialogs.

Make stronger use of already existing Board delegate linkages: BACWA, BASMAA, ACWA, local, state and federal actions and policy shifts

NOTE ON ONE WATER CONCEPT

The One Water approach is closely aligned with, and builds upon, the extensive national and global work on integrated water resources management (IWRM) and water-sensitive urban design (WSUD) (US Water Alliance, 2013). The One Water approach strives for a move away from conventional approaches to one with greater coordination among diverse interests, stakeholders and decision-makers, recognizing that water quantity and quality, whether above or below ground, depend on multi-faceted collaborations.

For more about One Water please see the information at the US Water Alliance Website

<http://uswateralliance.org/one-water>

STRATEGIC DIRECTION 2: DEVELOP REGIONAL PROJECTS

INTENT

The North Bay Watershed Association assists the region in identifying the most significant regional projects to address the issues and priorities identified in our Strategic Direction 1.

The search for project funding should begin with the development of well thought out, multi-benefit and many-partnered projects. Developing good projects takes time and staff resources, so a key focus of the NBWA Technical Committee will be to work together to define possible multi-benefit/partner projects and develop those projects with sufficient detail to be proposed for funding from the multiple funding sources currently available and those anticipated to be brought online. This requires commitment from the staff of the NBWA member agencies/organizations and the strong support of the NBWA Board.

POSSIBLE KEY ACTIONS

1. By February 2019, the NBWA agency staff working on the Technical Committee and partners will meet to start to define the most strategic needs of the member organizations and begin defining the initial set of potential regional efforts to address these needs. Technical Committee meetings on a regular basis, stronger communication between the Board delegates and agency staff regarding priorities and issues.
 2. The agency staff of the NBWA will actively work with their respective Board members to keep them apprised of the discussions concerning the NBWA Strategic Directions.
 3. The Board will actively share information and look for joint directions with other NBWA Board members. These interactions will be agenzized for the Technical Committee and the Board.
-

SUCCESS INDICATORS

There is clear direction from the Board that mid-term and long-term regional efforts are critical to the successful management of the north bay resources and that the NBWA presents a key opportunity to provide a place for this planning.

One Year: By 2020, the Technical Committee has developed an initial package of potential multi-benefit, regional project concepts aimed water supply, water quality and watershed health, recognizing future climate challenges.

Three Years: The NBWA and partners have found funding for (See Strategic Direction #3) and are working on 1-2 regional projects

RESOURCES (AVAILABLE AND NEEDED)

None identified

LINKS AND CONNECTIONS

Non-agency partners; resource agencies in the region and state; Re-Oaking efforts integrated into this effort and Highway 37 planning on the radar for the region.

STRATEGIC DIRECTION 3: IDENTIFY POTENTIAL REGIONAL AND SUB-REGIONAL PROJECT FUNDING SOURCES

INTENT

In combination with regional project development [SD #2] the North Bay Watershed Association will be a leading resource for the region on information about current and future funding opportunities aligned with our strategic regional priorities. To the extent possible, these efforts should assist the regional entities in avoiding competition for the same funding sources.

Recent North Bay and California history suggests that good projects will eventually find funding. Along with a set of sound, multi-benefit and multi-party projects, the Technical Committee will keep a focus on grant and other funding opportunities to implement North Bay regional projects. We will rely on NBWA staff and partner knowledge about funding options and their expertise in identifying and tracking funding opportunities.

POSSIBLE KEY ACTIONS

See actions identified in Strategic Direction 2.

Specific suggestions: Consider if Proposition 68 might be a source of money just for Marin County and Mid-Peninsula? Work with partners to develop North Bay project support language, regional and sub-regional, for inclusion into next water bond.

SUCCESS INDICATORS

One Year: By 2020 the NBWA Technical Committee has a process that results in the Board and the Technical Committee being well informed on the most available/possible funding sources and being ready to cooperatively apply for these funds for regional and sub-regional projects.

Three Years: Find funding for 2-3 regional projects that align with the Strategic Directions of the NBWA.

RESOURCES (AVAILABLE AND NEEDED)

Possible grant writing assistance

LINKS AND CONNECTIONS

Non-agency partners; resource agencies in the region and state; Re-Oaking efforts integrated into this effort and Highway 37 planning on the radar for the region.

Overlap with comments in Strategic Direction 3

STRATEGIC DIRECTION 4: TELL OUR STORY

INTENT

The North Bay Watershed Association will highlight the successes of its member agencies and partners as well as the Association itself. This will result in stronger local support for bonds and grants and publicly funded efforts because the public better understands the role of the member agencies and partners in the work to achieve a healthy north bay. Increase communication among the members.

The NBWA will seek support from expert communicators in this work and improve the timeliness and depth of our communications.

POSSIBLE KEY ACTIONS

1. By February 2019 NBWA staff will identify key ideas for increased outreach for the NBWA members that we can expect to be successful with resources as hand.
2. Tap outreach professionals in the agencies and in our partner organizations to provide guidance and/or assistance on outreach. These might include:
 - Evaluate hosting 1-2 workshops a year on topics of regional concern
 - Emailing NBWA monthly notes to member agency Board Secretarys
 - Continue and strengthen ties to the RCDs and NGOs working on related issues
 - Review need for Watershed Council; activate or dissolve
 - Continuously improve web presence; evaluated need for additional social media

Specifically:

- Add a standing agenda item for Board for interagency issues/opportunity sharing that Board members are prepared to address each meeting. This will rely on strong communication between NBWA Board, Board members and their respective staff and result in:
 - More coordinated efforts on projects and issues brought to the Technical Committee and
 - Help ensure that members are addressing the most pressing issues identified by their Boards, staff, customers, and constituents.
- Add a standing agenda item for Board members who sit on other regional or state-wide organizations to report back to NBWA on relevant issues and opportunities {BACWA, ACWA, NBWRA, Restoration Authority, etc.}; strengthen linkages
- Track state legislation and rulemaking and take collective positions when warranted and Board is in strong agreement (as it comports with current Mission Statement)
- Ask Steering Committee to review the possible candidates for NBWA membership and report back to the full Board in February 2019 with a short list of most likely new members.

SUCCESS INDICATORS

One Year: Public Information Officers in member agencies advise on how best to publicize coordinated messages about water issues and needs in the North Bay. Work with contractor to increase timely outreach efforts.

Three Years: The north bay public is aware of water supply, groundwater and wastewater issues and opportunities and looks toward our member agencies for forward looking solutions.

RESOURCES (AVAILABLE AND NEEDED)

Possible grant writing assistance.

Contractor help with more timely communications.

Obtain limited oversight and advice from current member Public Information Officers.

Additional money needed to fully develop regional messaging and deployment

Larger efforts will need new funding and staff resources and possible staff leads from members. These might include: climate change TV station, Central Marin Education Center, public events to brand NBWA as a source of important regional water information.

LINKS AND CONNECTIONS

North Bay partner efforts; regional resource agency outreach staff

Irrigation and Soil Health Management in Vineyards.

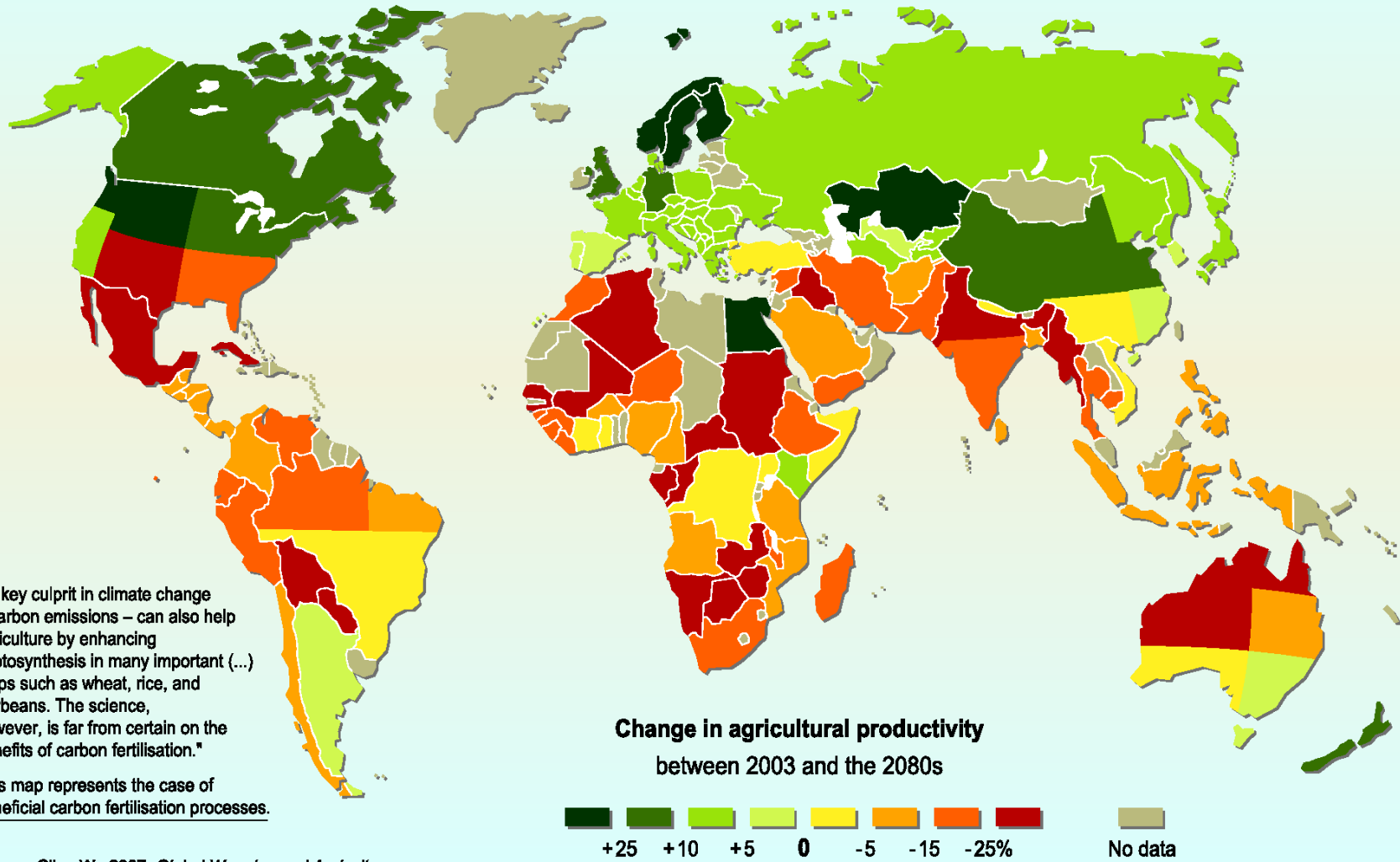


Miguel A. Garcia Ph.D, CCA

Sustainable Ag Program Manager
Napa County resource Conservation District
miguel@naparcd.org
707-690-3122



Projected impact of climate change on agricultural yields

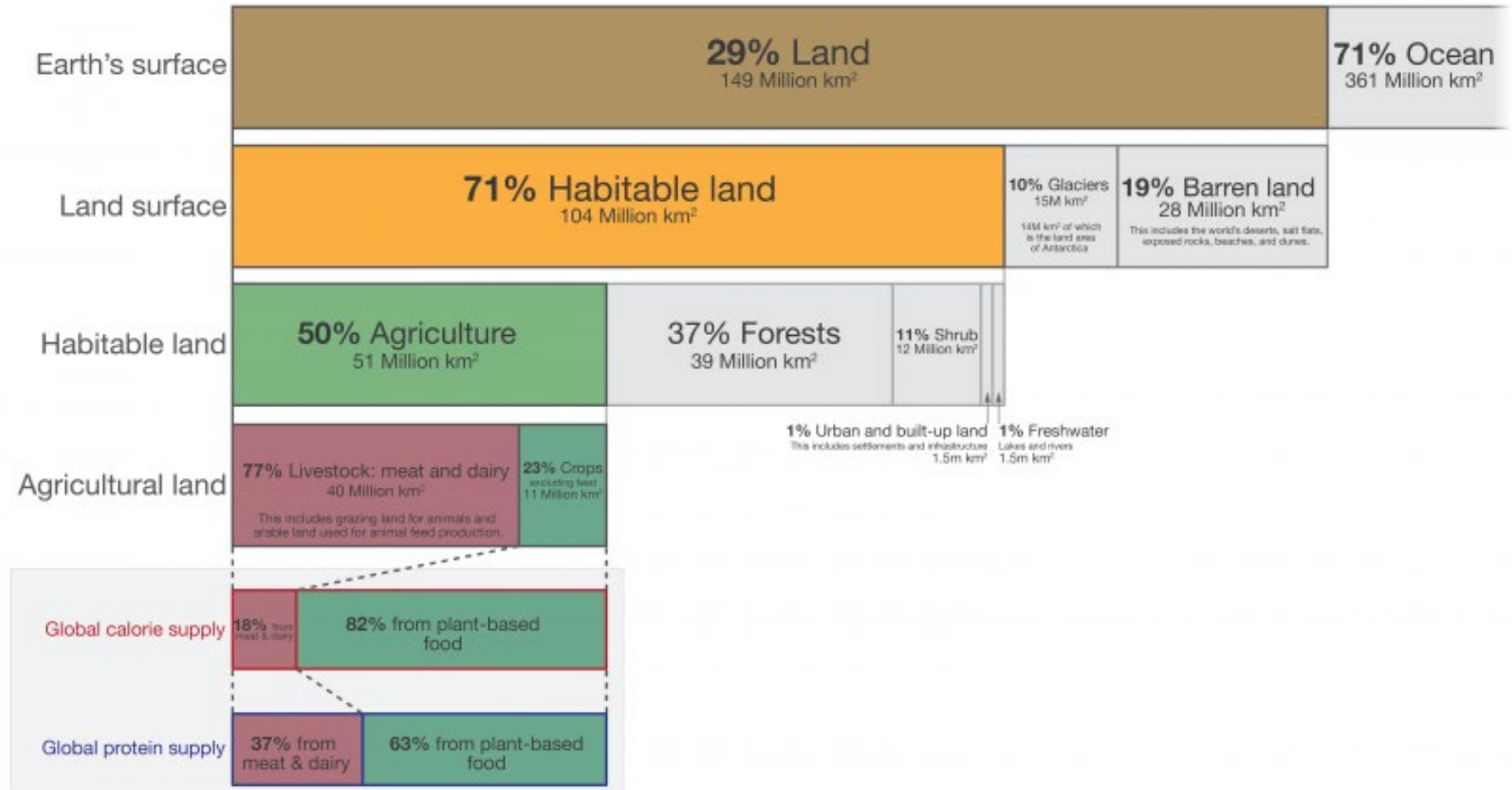


" A key culprit in climate change – carbon emissions – can also help agriculture by enhancing photosynthesis in many important (...) crops such as wheat, rice, and soybeans. The science, however, is far from certain on the benefits of carbon fertilisation."

This map represents the case of beneficial carbon fertilisation processes.

Source: Cline W., 2007, *Global Warming and Agriculture*.

Global land use for food production



Data source: UN Food and Agriculture Organization (FAO)

OurWorldinData.org - Research and data to make progress against the world's largest problems.

Licensed under CC-BY by the authors Hannah Ritchie and Max Roser in 2019.

Improper Farming Practices Negatively Impact the Environment

Food production takes up almost half of the planet's land surface and threatens to consume the fertile land that still remains.

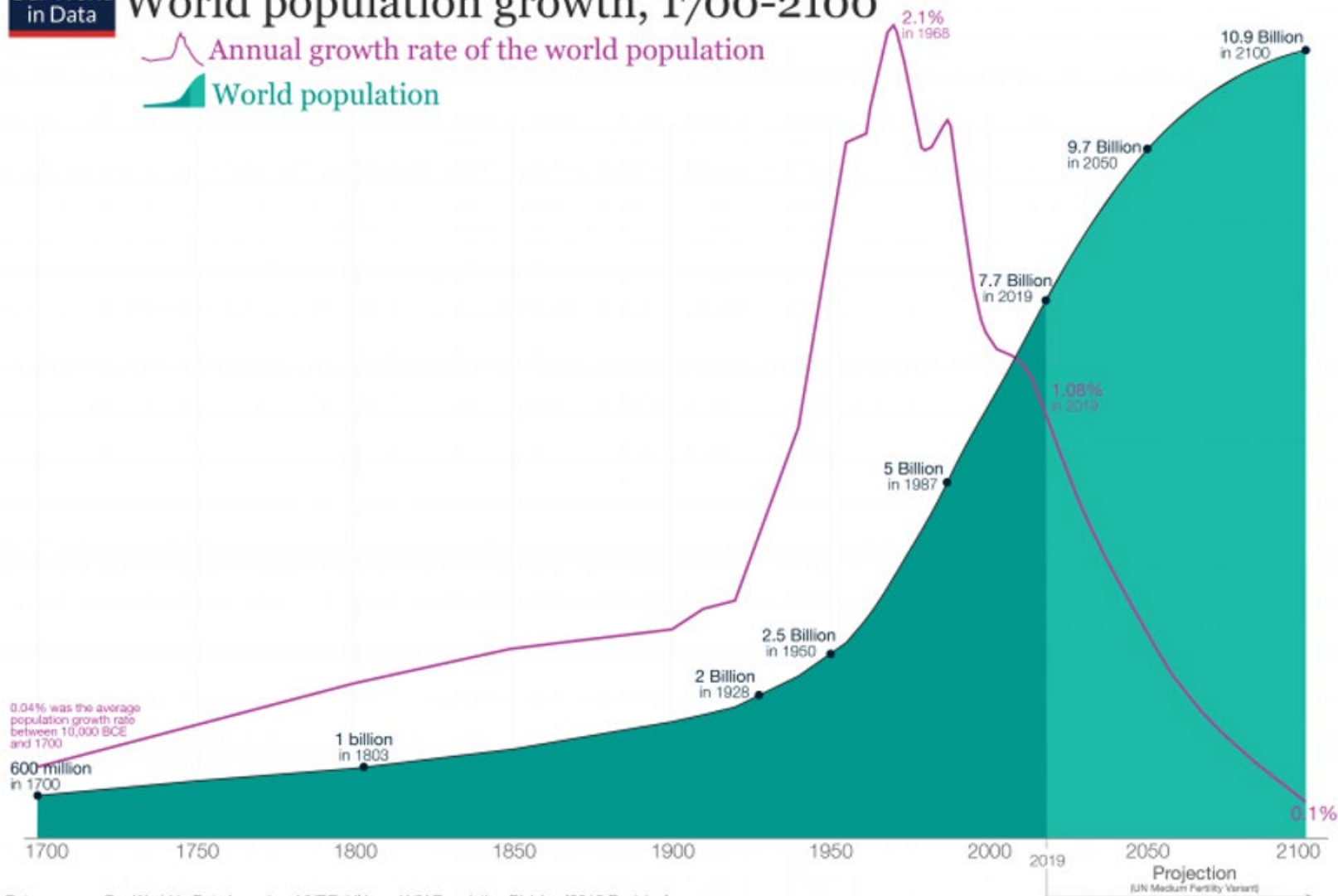
The world has lost a third of its arable land due to erosion or pollution in the past 40 years, with potentially disastrous consequences as global demand for food soars.



World population growth, 1700-2100

Annual growth rate of the world population

World population



Data sources: Our World in Data based on HYDE, UN, and UN Population Division [2019 Revision]
This is a visualization from OurWorldinData.org, where you find data and research on how the world is changing.

Licensed under CC-BY by the author Max Roser.

Sustainable Agriculture Efforts by the Napa County Resource Conservation District



Soil

- Education related to soil health.
- Assistance with soil sampling.
- Assistance with interpretation of soil analysis results.
- Assistance with development of carbon farm plans.



Water

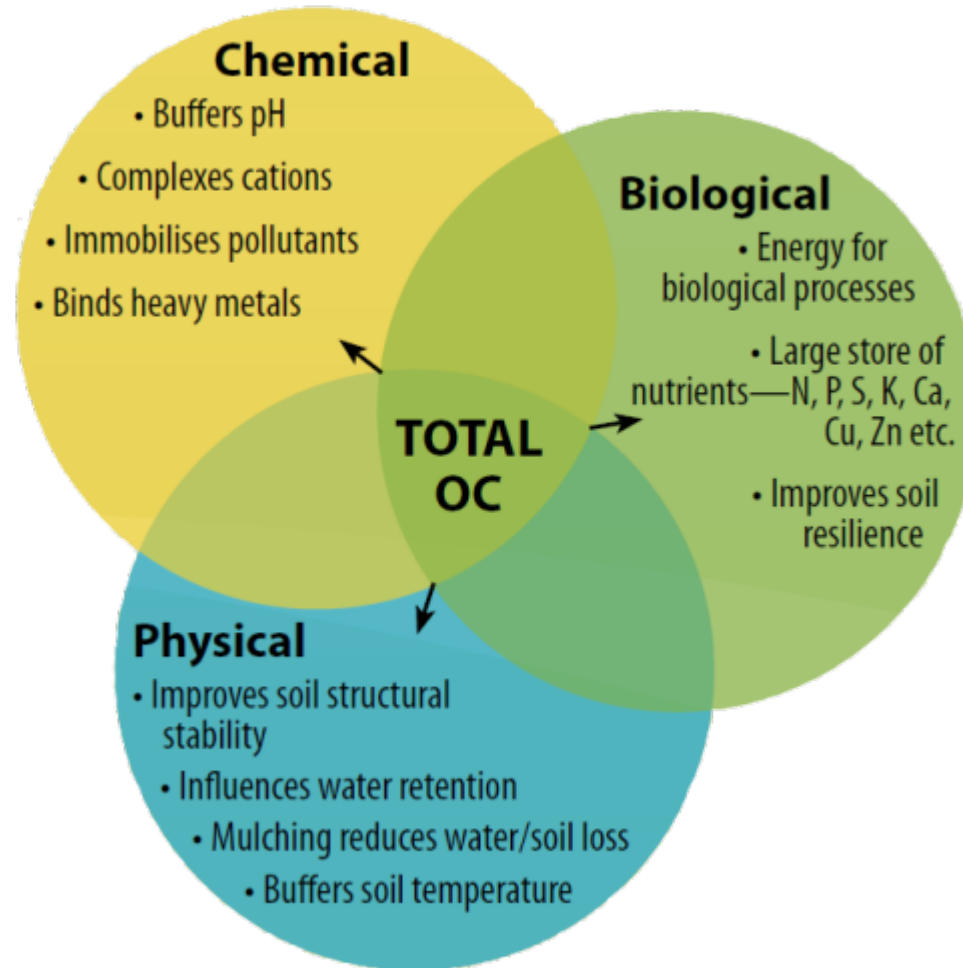
- Education related to irrigation water management.
- Assistance with irrigation system evaluations.
- Assistance with development of integrated irrigation water management plans.



Healthy Soil Performs Five Vital Functions:

- **Regulates water** - Soil helps control where rain, snowmelt, and irrigation water goes. Water and dissolved solutes flow over the land or into and through the soil.
- **Sustains plant and animal life** - The diversity and productivity of living things depends on soil.
- **Filters potential pollutants** - The minerals and microbes in soil are responsible for filtering, buffering, degrading, immobilizing, and detoxifying organic and inorganic materials, including industrial and municipal by-products and atmospheric deposits.
- **Cycles nutrients** - Carbon, nitrogen, phosphorus, and many other nutrients are stored, transformed, and cycled in the soil.
- **Supports structures** - Buildings need stable soil for support, and archeological treasures associated with human habitation are protected in soils.

Carbon is critical to maintain proper soil health



The Five Principles Of Soil Health



1.

SOIL COVER: *Keep plant residues on the soil surface.* Look down, what percentage of your soil is protected by residue? Erosion needs to be minimized before you can start building soil health.



2.

LIMITED DISTURBANCE: *Minimize tillage as much as possible.* You will start building soil aggregates, pore spaces, soil biology, and organic matter.



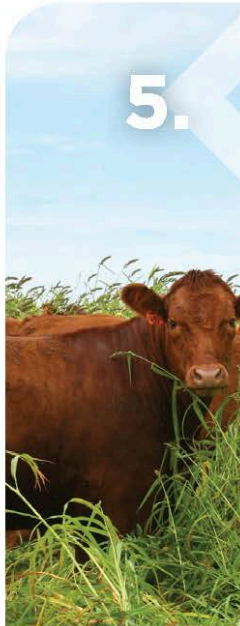
3.

LIVING ROOTS: *Keep plants growing throughout the year to feed the soil.* Cover crops can add carbon to the soil, providing a great food source for micro-organisms. Start small to find the best fit for your operation.



4.

DIVERSITY: *Try to mimic nature.* Use cool and warm season grasses and broad leaf plants as much as possible, with three or more crops and cover crops in rotation. Grassland and cropland plant diversity increases soil and animal health.



5.

INTEGRATING LIVESTOCK: Fall/winter grazing of cover crops and crop residue increases livestock's plane of nutrition at a time when pasture forage quality can be low, increases the soil biological activity on cropland, and improves nutrient cycling. Proper grassland management improves soil health.

Napa RCD Program Statistics

- Carbon farm plans: 39
 - Total acreage 2,717
 - Potential CO2 sequestration 14,160 metric tons/yr
 - Equivalent to removing 3013 typical passenger vehicles from the road each year.
- Irrigation system evaluations: 42
- Soil samples collected: 103

A photograph of a vineyard with rows of grapevines. The vines are supported by wooden stakes and have green leaves. Small red flowers are scattered in the grass between the rows. A wooden sign is placed in the foreground on the left side.

Thank you!

**Do not disturb!
Soil at work**

2015 Strategic Plan

January 2015

Prepared for
The Napa County
Watershed Information and Conservation Council
(WICC)

Accepted by the Napa County Board of Supervisors

March 3, 2015



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ACKNOWLEDGEMENTS

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INTRODUCTION

STRATEGIC PLAN DEVELOPMENT

This document contains the Watershed Information and Conservation Council (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 and Conservation Council (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)
- 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

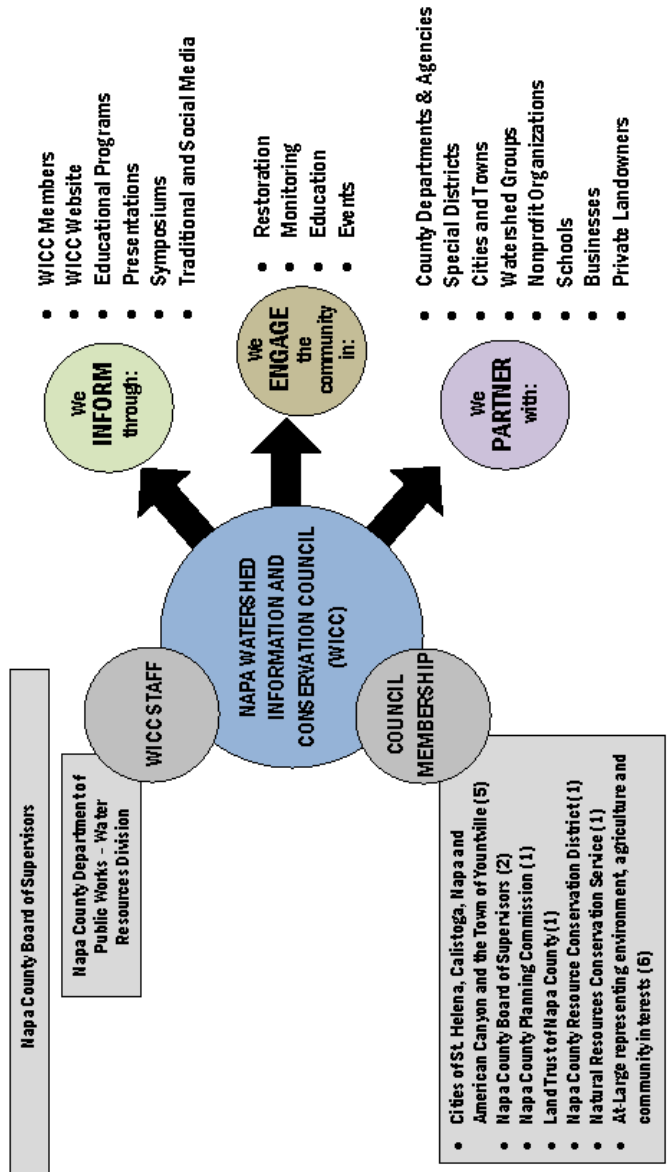
- Improving the health of Napa County's watersheds by informing, engaging and fostering partnerships within the community.

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 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 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 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 and Conservation Council (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 AND CONSERVATION COUNCIL (WICC)
STRATEGIC PLAN GOALS AND SUBGOALS 2015**

This table summarizes the Watershed Information and Conservation Council (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 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	\$
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 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 Council meetings allow Members to remain engaged and up-to-date on watershed issues affecting Napa County.	E	+	\$\$
	Subgoal 4B: Assure that new WICC 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	\$
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 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 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, for distribution, and posting on the WICC Website.
- When possible, for presentations made to the WICC, 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 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 Council representative from each city should provide an annual presentation to each City/Town Council.
- WICC staff and the WICC representatives from the Board of Supervisors should provide an annual presentation to the County Board of Supervisors.
- WICC staff and the WICC representative from the County Planning Commission should provide an annual presentation to the County Planning Commission.
- WICC staff and the WICC 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 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, 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 meetings allow Board Members to remain engaged and up-to-date on watershed issues affecting Napa County.

- Return to monthly WICC 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 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 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 members understand their roles and responsibilities.

- Provide an orientation to new WICC 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 Council 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, 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.**