



A Tradition of Stewardship
A Commitment to Service

Division of Public Works

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Steven E. Lederer
Director

July 29, 2014

NOTICE OF SPECIAL MEETING

TO: WHOM IT MAY CONCERN

SUBJECT: NOTICE OF A SPECIAL MEETING OF THE WATERSHED INFORMATION CENTER & CONSERVANCY BOARD OF NAPA COUNTY ON AUGUST 5, 2014 AT 5584 SILVERADO TRAIL, NAPA, CA 94558

I, Marc Pandone, Chairman of the Watershed Information Center & Conservancy (WICC) Board, do hereby call a special meeting of The Watershed Information Center & Conservancy Board pursuant to Government Code Section 54956. The special meeting will be held on August 5, 2014, at 9:00 a.m. at Regusci Winery, 5584 Silverado Trail, Napa CA 94558. The purpose of the special meeting is to conduct a strategic planning workshop with the WICC Board, acting on the agenda attached to this notice.

This is a public meeting and all are welcome to attend.

Sincerely,

A handwritten signature in cursive script that reads "Marc Pandone".

Marc Pandone, Chairman

The Watershed Information Center & Conservancy Board



AGENDA

SPECIAL BOARD MEETING

-- *Strategic Planning Workshop* --

Tuesday, August 5, 2014, 9:00 a.m.

Regusci Winery, 5584 Silverado Trail, Napa CA 94558

Board of Directors

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

Alternate

Keith Caldwell

Staff

Patrick Lowe,
Secretary
Natural Resources
Conservation
Manager,
Dept. Public Works

Jeff Sharp,
Principal Planner,
Dept. 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. **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)

3. **INFORMATIONAL ANNOUNCEMENTS**

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

4. **FACILITATED STRATEGIC PLANNING WORKSHOP**

Board discussion and participation in a facilitated strategic planning workshop, and possible direction to staff and strategic planning consultant (workshop agenda and materials attached) (Board/Staff/Consultant) (3.5 hrs)

5. **FUTURE AGENDA ITEMS**

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

6. **NEXT MEETING** (Chair)

Regularly Scheduled Board Meeting: **September 25, 2014 – 4:00 p.m.**

7. **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.



WICC STRATEGIC PLANNING WORKSHOP

Tuesday, August 5th

Regusci Winery

5584 Silverado Trail, Napa CA 94558

WORKSHOP AGENDA

8:45 Coffee

9:00 Welcome and Introductions, Agenda Overview

9:10 WICC Overview

9:20 Summary of Key Findings

9:30 WICC Roles and Activities

- What are the most important roles of the WICC?
- How can we strengthen and /or expand our roles?
- Does the WICC name adequately convey these roles to the community?
- What roles should the WICC play in terms of the drought and groundwater?
- What other activities should the WICC undertake?

10:15 WICC Audiences

- Who are the WICC's audiences?
- Who do we need to make more aware of the WICC and what it offers?

10:45 WICC's Relationship with the Cities

- What value does the WICC provide to the cities? What else could it provide?
- Would an annual presentation about the WICC to your City be helpful?
- Are MOUs needed between the Cities and the County?
- Are there cost sharing opportunities with the cities?

11:00 Break

11:10 Review WICC Roles and Responsibilities, Vision, Mission and Goals

- Based upon today's discussion, are these guiding statements still appropriate and valid?

11:40 WICC Funding

- If the WICC was to receive additional funding, what activities would it pursue?
- What are other opportunities for funding?

12:00 WICC Board Meetings

- Frequency, length, time, content, agenda development

12:15 Next Steps

12:20 Adjourn

12:30 Lunch

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KEY FINDINGS AND ISSUES TO ADDRESS DURING STRATEGIC PLANNING

WICC ROLES AND ACTIVITIES

The WICC's name reflects its founding when the Information Center and the Conservancy were expected to be two different entities. Due to budget constraints, the WICC became one entity. It was initially intended as an advisory board to the County Board of Supervisors and the body responsible for providing reliable information to the community about watersheds. As the WICC has evolved, its role as advisor to the County Board of Supervisors has lessened while its role in providing information to the community in order to improve watershed health has increased. Comments in the survey reflected both a need to clarify the roles of the WICC and the need to change the WICC's name to better reflect all that it does.

Recommendation: Discuss the roles of the WICC. Should its roles be expanded and redefined? Does the WICC need to change its name? Could it simply drop "Conservancy" or change it to Conservation or is a whole new name appropriate to reflect the WICC's expanded roles?

Drought and groundwater are two issues the board and community identified as important for the WICC to address.

Recommendation: Discuss the WICC's role in these two issues and how it can best serve the Board of Supervisors and the Community.

Some WICC activities identified as most valuable by the community were not identified as most valuable by the board and staff. However, several board respondents noted that all the activities are valuable and we should find ways to continue all of them.

Community – Most Valuable

- 55% - Promoting watershed groups and projects
- 41% - **News reporting** and public outreach and education (tie)
- 38% - **Event calendar** and monitoring information and data (tie)

Board Most Valuable

- 75% - Providing monitoring information and data
- 50% - Public outreach and education and coordinating watershed partnerships (tie)
- 35% - Providing opportunities for community input on watershed-related topics

Board Least Valuable

- 50% - **Event calendar**
- 39% - **News reporting** and other (tie) – see comments below
- 28% - Website mapping tool and providing opportunities for input on watershed-related topics (tie)

Recommendation: Assure that the activities that the community values – event calendar, news reporting/email digest are maintained and strengthened where possible.

WICC AUDIENCES

The board and community surveys indicated that the WICC provided valuable information but it was not being accessed by the general public.

Recommendation: Discuss how the WICC can reach the broader community and inform them of the WICC and of the key watershed issues in the county.

WICC'S RELATIONSHIP WITH THE CITIES

The value of the WICC to the cities in the county is unclear. The Strategic Plan called for developing MOUs with the cities and several survey comments addressed the need to understand how the WICC can best benefit the cities.

Recommendation: Address the following at the workshop:

- What value does the WICC provide to the cities? What else could it provide?
- Would an annual presentation about the WICC to your City be helpful?
- Are MOUs needed between the Cities and the County?
- Are there cost sharing opportunities with the cities?

WICC FUNDING

Strategic Plan actions related to seeking additional funding for the WICC were not fully implemented.

Recommendation: Address the following questions related to funding at the workshop:

- If the WICC was to receive additional funding, what activities would it pursue?
- What are opportunities the WICC could pursue for additional funding or funding partners?

Some of the actions in the FY2007-08 Strategic Plan were not implemented due to funding constraints.

Recommendation: Actions set forth in the 2014-15 Strategic Plan should be activities the WICC can accomplish on its own or in partnership. Annual action items should be identified that can be accomplished within the budget and staff resources available for that year.

WICC BOARD MEETINGS

Board survey respondents had a variety of comments – some conflicting - about the WICC Board meetings.

Recommendation: Discuss the structure of the meetings and determine if a change is needed.

- Is the length of the meeting satisfactory?
- Would you prefer shorter, more frequent meetings?
- Should the day or time be changed?
- Would you like to have input into the agenda for upcoming meetings?

ROLES AND RESPONSIBILITIES, VISION, MISSION AND GOALS

Please review the WICC Roles and Responsibilities, Vision 2025, Mission Statement and Goals and note any changes to reflect the WICC as you see it going forward. We will discuss these guiding documents at the Workshop. Please consider:

- Do these guiding documents reflect what the WICC has done and is doing?
- Are there roles or activities missing?
- What changes would you make so they were more reflective of the WICC's activities?

WICC ROLES AND RESPONSIBILITIES

The WICC Board serves as an advisory committee to Napa County Board of Supervisors. The role of the WICC is to assist the Board of Supervisors in their decision-making process and serve as a conduit for citizen input by gathering, analyzing and recommending options related to the management of watershed resources. In that capacity, the WICC has a responsibility to publicly evaluate and discuss matters they have been requested to review and comment upon by the Board of Supervisors. The WICC is not authorized to sign contracts, disburse funds, implement programs, employ or consider any personnel matter or act in any other capacity that involves the direct management or operation of a County program. The Board of Supervisors has charged the WICC (under Resolution 02-103 and through verbal direction) with making recommendations to the Board of Supervisors on matters relating to watershed restoration projects and resource protection activities, coordination of land acquisition, and development of a long-term watershed resource management program providing public outreach and education, monitoring coordination, inventory and assessment, and data management.

VISION 2025

Napa County's watersheds will maintain a balance of natural processes to support healthy native fisheries, an abundance of native plants and wildlife, and water quality that meets state standards. The Napa River and its tributaries, no longer listed as impaired, will be a nation-wide example of what a community, working together, can do to improve the health of its watersheds.

The Watershed Information Center and Conservancy of Napa County will be a guiding force in creating a shared, community-wide understanding of Napa County's watershed lands. Having educated a generation of community members about the county's watersheds, all of Napa County's residents will be conscious of the critical balance between agriculture and development, and ecological and natural processes that must be maintained in order to assure continued watershed health.

A network of active creek and land stewardship groups and watershed organizations will carry out watershed monitoring, enhancement projects and management activities. The majority of the County's watershed lands will be certified as "Watershed-Friendly" and those landowners will be among the most conscious of watershed stewards, consistently monitoring and managing their lands for watershed health.

The state-of-the-art WICC WebCenter will be accessible, understandable and user friendly, allowing everyone from school children to scientists access to the most current, valid and vivid information about

Napa County's watersheds. This accurate and straightforward information will allow users to weigh scientific facts and recognize community values to make well-informed management decisions.

MISSION

The Watershed Information Center and Conservancy (WICC) of Napa County guides and supports the community in its efforts to maintain and improve the health of Napa County's watershed lands.

GOALS

Watershed Conservation and Management - Improve watershed health throughout the entirety of Napa County, which includes its cities and towns, by supporting community efforts to protect and enhance all watershed lands and natural processes with an emphasis on riparian corridors and native species and their habitats.

Watershed Information Center and Conservancy Website - Maintain an understandable, interesting, and user friendly website that provides high-quality environmental data and information allowing the community to better understand and manage the County's watersheds.

Communication, Coordination and Partnerships - Build and strengthen effective partnerships to foster communication, coordination and involvement among all those working to improve the health of Napa County's watersheds.

Education and Outreach - Enable the community - those who live in, work in and visit the County's watersheds - to understand the importance of watershed stewardship and watershed health and be actively involved in improving the health of the County's watersheds.

Organizational Structure and Funding - Obtain adequate resources and establish the appropriate organizational structure to ensure the WICC's long-term success.

SUMMARY OF WEBSITE USE (JULY 1, 2013 TO JUNE 30, 2014)

FINDINGS

- 10,942 sessions
- 19,686 page views
- Average number of daily users: 24/day
- Average session duration: 1 minute 50 seconds
- Average pages per session: 1.8
- Percent new visitors: 77%
- 10.5% of sessions begin on Rainwater Harvesting page followed by approximately 7.5% each for water supply, wildlife and pest management.
- 53% of visitors are from California - 26% within Napa County and 27% outside

RECOMMENDATIONS

Based upon review of user data, a number of changes are being made to the information collected. These include:

- Removal of IP addresses associated with website maintenance (MIG, County and RCD IP addresses) to provide more accurate reporting
- Results are likely underreporting actual use. Additional tracking has been added to achieve more accurate results.
- Establishment of goals for website performance and developing of tracking measures to determine if goals are being met.

EDUCATION AND OUTREACH ACCOMPLISHMENTS (FY 2013-14)

The following education and outreach activities were accomplished in FY2013-14 for the WICC by the Napa County Resource Conservation District. The County and the RCD have established a JPA for this partnership. Napa County WICC staff meet with the RCD at the beginning of each fiscal year to determine the education and outreach priorities for the coming year.

1. WATERSHED AWARENESS CALENDAR

- Develop draft of 2014 calendar and solicit reviews from County staff and other stakeholders
- Incorporate stakeholder edits to complete final draft of Calendar
- Obtain quotes for and coordinate printing of calendar
- Distribute 6000 calendars through community, including local agencies, businesses, non-profits, and partners throughout the County.
- Present calendar to WICC Board Work with County staff to determine calendar's theme
- With County staff, develop theme for 2015 calendar
- Develop process for submission of photos for inclusion in 2015 calendar

2. WICC DEVELOPMENT

- Update news and events at least weekly (often 2-3 times each week)

- Add feature to home page at least monthly
- Developed or added content/pages to website related to current policies, regulations, programs
 - Developed page for NCC Stormwater Program, Rainwater Harvesting Rebate Program, IRWMP funding, Napa County Environmental Education Guide, Water Conservation
- Work with New Tech High School Intern to enhance content related to the Biological Communities of Napa County
 - Staff prepared and distributed intern description to NVUSD Intern Program Coordinator.
 - Developed scope and schedule with intern
 - Met twice per month with intern to ensure progress
- Developed watershed maps for WICC site
- Compile hydrologic and streamflow data for posting on WICC
- Reviewed work plan for MIG's 2013/14 contract.

3. DEVELOPMENT OF ENVIRONMENTAL EDUCATION COALITION OF NAPA COUNTY (EECNC) AND ITS ANNUAL EARTH DAY EVENT

- With other EECNC members, RCD staff coordinated and facilitated two professional development workshops for environmental educators in the North Bay area, one related to learning styles (attended by 20 educators), one related to Next Generation Science Standards (attended by 30 educators).
- Staff attended monthly EECNC meeting for planning layout, workshops, and publicity for Earth Day 2014 – Napa's annual community event. Staff also assisted with soliciting sponsors for the Earth Day event.
- Staff provided comments on initial plans for development of an Ag Park in Napa County.

4. COMMUNITY EVENTS

- Coordinated, promoted, and presented at the Project WET workshop (January 28 and 30) for Napa County teachers.
- Facilitated restoration field trip at Suscol Creek for 30 students from Pueblo Vista Elementary.
- Staff coordinated and gave presentation/lecture related to drought's impact on Napa River fisheries discussion event at Napa Bookmine (Feb 5). Approximately 40 people attended
- Gave 6 presentations (30 students each) on fish in the Napa Valley to students in local schools.
- Facilitated 2 field trips (40 students each) to rotary screw trap for local elementary students
- Gave 2 presentations on Napa River fisheries monitoring to community groups
- Coordinated promotion of Watershed Awareness Month, including development of bill insert, collecting of community events for sharing on the WICC calendar, and publication of ad in Napa Valley Marketplace magazine.
- Coordinated, promoted and facilitated Watershed Open House (May 18), a public opening and explanation of 6 sites important to watershed function. Approximately 100 people attended.

5. FISHERIES MONITORING

- Assisted processing of fish caught in the Napa River rotary screw trap, included counting, measuring, weighing, and tagging steelhead as well as performing routine trap maintenance.

6. GROUNDWATER EDUCATION AND OUTREACH

- Provided website information and updates for the public regarding groundwater
- Held joint meetings of WICC Board and GRAC Advisory Committee;

7. LEVERAGED FUNDS

In addition to work accomplished with funding from WICC, WICC funds are also used to leverage funding for other projects. Here are a few examples of how WICC funds have been used as leverage for other watershed projects in past two years:

- Conducted workshop on March 4 to teach techniques for reducing road-related sediment production. JPA funds from previous years were used to develop materials presented in workshop.
- Assisted processing the catch from the rotary screw trap using funds from local foundations. JPA funds supported this effort in previous months.
- Developed a brochure related to road related sediment delivery with funds from CDFW, template was developed in prior years with JPA funds.

BUDGET AND STAFFING SUMMARY

The budget and staffing summary on the following page indicates changes in the WICC budget since its formation. The County's contribution to the WICC was cut considerably during the economic downturn and remains lower than in the years prior to FY2008-09.

The County also provides funds to the Napa County RCD, through a JPA, to conduct the education and outreach activities described in the previous section. The remaining WICC funding is allocated to the Website; data/GIS, and services/meetings/activities/events. In FY 2014-15, .35FTE is assigned to the WICC. Funding allocations are illustrated on the following page.

SELECTED NAPA COUNTY CHANGES SINCE FY2007-08 STRATEGIC PLAN

- County completed General Plan process in 2008 (General Plan items were incorporated into the 2007-08 WICC Strategic Plan)
- New Napa County Park and Open Space District formed (2006)
- Recession and subsequent budget cuts to WICC—approximately half of prior budget has been regained
- County reorganization – new Natural Resource Conservation created under Public Works, formerly a part of the Planning Department
- Downsizing and staff cuts in Planning – reduced staff resources available to the WICC
- Climate Action Plan (on hold due to significant public opposition)
- County staff now participating in a regional Climate Change Working Group – climate ready grant from California Coastal Conservancy. Participants include MMWD, Napa and Sonoma Counties.
- Groundwater Monitoring Plan (2013)
- Groundwater Sustainability Objectives (2014)
- Groundwater Mitigation Legislation (expected to be adopted in Fall 2014)

WICC Budget and Staffing Summary

24-Jul-14

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Budget Estimates by Source													
County: (WICC Created)	\$100,000.00	\$100,000.00	\$100,000.00	\$90,000.00	\$100,000.00	\$100,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$35,500.00
County Support of RCD JPA:							\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$65,000.00
Flood District:													
Countywide Stormwater Prog.:											\$2,205.00		
Allocation Estimates by Category													
Website:			\$30,000.00	\$28,000.00	\$33,000.00	\$47,000.00	\$15,000.00	\$15,000.00	\$25,000.00	\$26,000.00	\$24,975.00	\$22,370.00	\$20,000.00
Data/GIS:											\$10,000.00	\$10,000.00	\$10,000.00
Services/Mtgs/Activities/Events:		\$100,000.00	\$70,000.00	\$62,000.00	\$67,000.00	\$53,000.00	\$5,000-\$7,000 (annually)	\$5,000.00	\$5,000.00	\$4,000.00	\$7,230.00	\$7,630.00	\$15,500.00
Education & Outreach:							\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$65,000.00
Staffing (FTE):		1.0	1.1	1.0	1.0	1.0	1.0	0.8	0.8	0.8	0.5	0.5	0.35
County WICC Staffing FY 13-14*													
Hours													
Website Management:	191.0												
WICC Activities, Events & Board:	608.5												
Total:	799.5												
Accounted FTE (1.0=1776 hrs):	0.5												
*Excludes RCD staff support													
**Weighted Labor, excludes some benefits and overhead													

BOARD AND STAFF SURVEY SUMMARY

20 RESPONSES

- 10% - Napa County staff
- 20% - Napa County representative
- 25% - City/Town representative
- 20% - Nonprofit/Land Trust/RCD/NRCS
- 25% - Member-at-large

WHAT THREE TOPICS, OPPORTUNITIES AND/OR ISSUES ARE MOST IMPORTANT TO ADDRESS DURING THE WICC STRATEGIC PLANNING PROCESS?

Strategic Plan Outcome

- End up with a plan and set of recommendations that can be approved by the Board of Supervisors.

Define WICC Purpose and Roles

- What the WICC can do?
- Any emerging trends that impact the WICC goals and strategies?
- Define our "purpose" and how to communicate this to our members.
- What should we do more/less of?
- WICC goals for next three years
- Strengthening the role/awareness/effectiveness of the Napa WICC in Napa County and how to do this.
- WICC purpose
- Delineate topics for WICC to cover.
- What are the best practices/lessons learned from the WICC?
- It is important to redefine our role so that we can formulate appropriate questions.

Define Measurable Objectives for the WICC

- Measures of success redefined so that they are more realistic
- Development of measurable objectives that are within the role/capacity of the WICC that address the WICCs mission.

Assure Adequate Resources to Accomplish Goals

- Identification and acquisition of sufficient resources (staffing and monetary funds) to meet targeted milestones in 2-3 years
- Develop a strategic plan that provides sufficient detail to effectively develop a staff workplan and budget.
- Resources to support long-term vision (budget/staffing/consultants)

The Role of the WICC Board

- What can the board do to make a positive difference in the community?
- Zero in on, or redefine the role of the board

Consider Changing the WICCs Name

- Consider changing the name of the WICC to better reflect what it does

Who are Our Audiences and How Do We Engage Them?

- Reach out to the community
- Priority target audiences and strategies to engage them

- My experience is that WICC provides a great deal of useful information; this is a good time for that information to be communicated publicly
- How WICC can best serve local entities and stakeholders
- Strengthening the role/awareness/effectiveness of the Napa WICC in Napa County and how to do this.

Ensuring Relevance to Cities

- How to insure relevance to cities and on-going participation

Advice to the Board of Supervisors

- The methodology the Napa WICC uses to communicate its "advice", as an advisory committee, to the Board of Supervisors. Which items are communicated, how are those items determined, who does the communicating, in what form, and how often

Evaluate Meeting Structure and Format

- Structure of meetings
- Discuss the format of our meetings.

WICC as a Nonprofit

- It seems appropriate that the WICC would become a nonprofit entity..and that sources for funding would be voluntary from a variety of sources from State, Federal, local funding as well as within the community..businesses and individuals..who would like to contribute to the ongoing assessment program..when and how would we put this in place?

Education and Outreach

- What place the WICC can take in further educating the public about actual water usage and conservation practices by the business, residential and agricultural sectors?

Issues where the WICC Could Have a Role

The Drought

- The specific role Napa WICC will play in addressing the water shortage crisis
- The draught and its effect on the watershed.
- Strategize for the Drought
- Drought issues in Napa County
- What emergency efforts will be taken in case of fires related to the draught?

Groundwater

- New groundwater regulations being decided in Sacramento;
- Groundwater and watershed recharge in the current drought;
- Groundwater ed/outreach/sustainability as a new part of the WICC's charge
- use of ground water
- Ground water - Use, monitoring and storage.
- Ground Water

Recycled Water

- Increasing recycled water use for non-potable applications.
- Recycled Water Pipelines

Surface Water Storage

- Surface water storage

Illegal Water Diversions

- Water withdrawals from creeks.
- Illegal diversions of surface water

Water Quality

- Water Quality

Water Supply

- Increasing water supply. Utilizing Lake Berryessa water for Napa County.
- Making repairs and improving water delivery systems to reduce water loss through leaks and outdated equipment.

Water Use

- Water consumption needs- particularly of Napa Co. agriculture
- County regulations concerning water use

Water Conservation

- Water Conservation and Environmental Concerns that are not just vineyard related

Restoration Projects

- Restoration projects on the Napa River and its tributaries.
- River restoration.
- Continued effort to improve spawning habitat.

Response to New Projects

- How new project development will affect water, erosion and environment - i.e. Napa Pipe
- I believe that land use projects that may have an impact on any watershed in the county should be discussed at some time in the WICC general meetings. We have not had a presentation re: Vineyard or winery expansions, new projects in at least 2 1/2 years.
- Increased or additional Vineyards; Total acreage, location, vegetation removal in planting

Monitoring

- Continued monitoring and support for the Berryessa (Putah Creek) watershed.
- Napa River Health
- How are projects monitored in field by Napa County

Wells

- What we expect to learn from the well survey and when?
- Wells and their relation to surface water flows

Specific Projects

- Removal of upper York Creek Dam.

Programs

- How can we move forward with a Watershed Assessment program on a long term basis?

WEBSITE VISITATION

- 5% daily; 10% weekly; 50% monthly; 35% every other month or less

WEBSITE USEFULNESS

- 30% extremely or very useful; 40% moderately useful; 25% slightly useful; 5% do not use

WEBSITE EASE OF USE

- 75% extremely or very easy; 20% moderately easy

SUGGESTIONS FOR WEBSITE IMPROVEMENT

The Emails are the Best

- Emailing information about what is on the site is more important than the site itself--gets me to go there to look at what interests me in the emails
- What I like the most are the emails with topics I am concerned with..this provides me with community meeting info...updates re policy etc. and some fun things to attend to learn about our watershed and our efforts to protect it..

More Public Awareness

- I wish this information were more readily available to residents who don't even know it exists ..maybe connecting with the water co. providers in Napa County..to supply their clients with information along with invoices..or through email..maybe all the pump companies/ Gregson and Imboden etc...especially as it relates to water usage facts and conservation practices.

Additional Content

- Items of more pressing/direct impact, such as any decisions by the County Board of Supervisors affecting water. more visuals, groundwater maps? water use (historical, current) by stakeholders, ag, commercial, cities. progress reports on projects in County. how to get involved
- Draught updates would be helpful - and the impacts to be stressed.
- Webcrawler app development through MIG that we could use to search out related topics/articles/events of interest to post on the site
- offer spatial data in more formats than KML (e.g., shapefiles, geodatabase)
- Not sure this is an improvement, but links to other watershed organizations in the Bay Area (Marin, Sonoma, NBWA, etc.) might be useful.

Update Process

- Review all pages, note updates needed, prioritize updates/deletions, schedule work with in resource means

HOW WELL DOES THE WICC SERVE THE COMMUNITY

- 60% - extremely or very well; 35% - somewhat well; 5% - fairly well

THREE MOST VALUABLE WICC ACTIVITIES

- 75% - Providing monitoring information and data
- 50% - Public outreach and education and coordinating watershed partnerships (tie)
- 35% - Providing opportunities for community input on watershed-related topics
- Comments
 - I think it is also VERY important to provide monitoring data and mapping tools
 - Funding for projects through grants

- Very hard to pick just three. The bi-monthly meetings help keep stakeholders apprised of current WICC activities.
- I am not sure that WICC or staff achieves these goals.

THREE LEAST VALUABLE WICC ACTIVITIES

- 50% - Event calendar
- 39% - News reporting and other (tie) – see comments below
- 28% - Website mapping tool and providing opportunities for input on watershed-related topics (tie)
- Comments
 - All are valuable and should be maintained (6 responses). We must have a web site for the county that provides these vital pieces of information.
 - Examine the time/cost involved for each.
 - Out of date web content needing clean-up

PROVIDING BETTER SERVICES TO THE COMMUNITY

Need to Reach the Broader Community

- Stronger public outreach efforts if sufficient resources are available going forward.
- More opportunities to involve the greater community in the Napa Valley like the Water Symposium.
- "Advertise" the website and its information and the possibility for input from the community.
- Provide a few informational presentations to City Council meetings
- Perhaps take a more activist role in educating the community, especially those who are not directly stakeholders, i.e. besides the grapegrowers and wineries. More outreach to those in the city and those not directly in agriculture. also take a more activist role in identifying potential water regulations and methods for conservation of water in the community
- The WICC is doing a great job..but as always with this type of organization...it seems that we are always "preaching to the choir".. How can we reach the general public in a more effective manner.?..probably the easiest solution is to be timely in subject matter that will get their attention....i.e. if we take drought, for example..and focus on providing concise information that directly relates to their lives and financial concerns...then we can move people into getting excited about learning about their watershed and what they can do to preserve and protect it...once they know the WICC exists..I think we will have captured their long term attention..because great information is already in place on the WICC website...
- Stakeholder Groups: I would like to see the WICC getting more involved with setting up synergistic meetings with topics of concern to the business/ ag community..Groundwater for example ...informational and open discussion sessions can assist in providing factual information to the community and would also provide a forum for stakeholders to voice their concerns...this could further benefit the movement to a nonprofit in regard to fund raising etc.

Partner with Educators

- Show schools how to use the WICC mapping for use in class room to learn about the environment
- Partner with schools to develop some projects that use the WICC (and other tools) to better understand importance, value, and stewardship of watersheds.

Provide More Information on the Drought

- There is tremendous anxiety right now in the County about continued Agricultural development and the long term availability of water - particularly in light of the drought. This is a very good time for outreach and education on Napa County's water situation and the nature of our ag uses in terms of water

consumption, water assessment tools used by the county and the realities of ag uses as opposed to other forms of development

- Continued public awareness efforts. In the current drought situation with water being discussed daily by agencies, environmental groups, campuses and informed voters now is the optimal time to address outdated policy and practices in order to enact needed change.

Remain Current

- I think we can do a better job at staying current to concerns and impacts to county wide development in all the watersheds.

WHAT DO YOU LIKE BEST ABOUT SERVING ON THE WICC BOARD?

Ability to Receive Timely and Relevant Knowledge about Watershed Issues

- First-hand knowledge of watershed issues which helps policy decisions for our jurisdiction.
- Information and the ability to discuss water issues.
- Staying informed on important watershed and groundwater related issues.
- Receiving current information that is politically neutral, hopefully.
- The information that I learn.
- Being updated on current issues: governmental or environmental
- Finding out what is going on
- The board meetings helps me stay informed about environmental work that is happening in Napa County
- Hearing the latest reports on habitat health.
- Informational presentations
- Increasing my understanding and having the opportunity to inform relevant issues and priorities across a diverse set of stakeholders/decision makers.
- Informs my decision making
- I am learning so many things..every board meeting is a delight because we have great speakers who provide professional views and knowledge about various topics which in turn helps me to be able to speak intelligently when I am asked questions about our Napa County environmental issues/ status etc.
- obtaining current information, and playing a part in watershed health
- Knowing that it is one stop shop for all county watershed info
- I really value the information on this critical part of the Napa Valley.

Building Relationships, Communication, Sharing Ideas

- Networking.
- Having direct access to policy makers
- Dialogue among the members that filters back into the community
- Building of trust among the members
- I appreciate the skills and professionalism that staff bring to each meeting and subject/topic presented. Their ongoing efforts are what sustains the WICC concept. It is an excellent forum that the county presents where a wide variety of stakeholders can learn and share ideas re: water its conservation and value to the entire community.

TAKING INFORMATION LEARNED BACK TO YOUR COMMUNITY

- 70% - Frequently or Always; 30% - Sometimes

WHAT WOULD MAKE BOARD MEETINGS MORE USEFUL?

Move meeting location throughout the valley

- Varying meeting locations throughout the valley.
- Move locations

Shorter more frequent meetings

- Maybe shorter but more frequent. 1 hour may be enough for one day. More frequent meetings helps stay in touch as there are times when a conflict arises and then it is a very long time between meetings for me.
- I wish we had more board meetings..there is so much to learn... I would like to continue the presentations...

More focused topics to prevent overload

- Sometimes it feels a bit like information overload- perhaps the meetings could be more focused on certain areas

Stay on schedule

- End meetings on time, follow the agenda
- It has always been difficult to keep them running smoothly and within the 2 hour window. Some presentations take longer and sometimes run over...we all need to be mindful of the clock.
- Take some responsibility for keeping the items on track timewise.
- Keep on topic and limit public speaker presentations to a certain amount of time for presentation and answers

More input into the agenda

- It would be helpful if we had more input for the agenda

Suggested topics

- Share what comes from the TAC meetings more regularly with the Board.
- Highlight an area/plant/animal of the county's watersheds at each meeting (5-10min of "watershed trivia" at every meeting)
- More Concentration on Ag related topics as Napa's mainstay is Agriculture whether we want to admit it or not

More community participation

- I wish we had more community members showing up...it would be interesting to hear what they think...how could we get people involved?

More interaction and discussion among members

- More discussion between the members, problem solving, consensus around the board's opinions, rather than the presentation format

Different meeting day/time

- I have a meeting on Thursdays which sometimes make it difficult to stay through or attend the meeting. Earlier in the day would be helpful.

More decision-making power

- It doesn't feel as though the committee actually makes any decisions. The presentations are informative and usually enjoyable, but we don't make decisions on important issues.

HOW COULD THE WICC BETTER SERVE YOUR NEEDS?

- Doing a good job now (3)
- Executive summary for handout
- New member orientation to understand WICC and its partners
- More public engagement, addressing anxieties about water in the county

- Presentations a couple times annually at city council meetings.
- More discussion regarding the increase of development projects county wide that have impacts on the various watersheds.
- It isn't a question of our needs but the community and county government needs. These should be defined better for us.
- More involvement with the Farm Bureau or NVGG
- Meeting earlier in the day on Thursdays.

INTEREST IN GREATER INVOLVEMENT WITH THE WICC

- 16% - Very Interested; 37% - Somewhat Interested; 21% - Need to Know More

COMMUNITY SURVEY SUMMARY

35 TOTAL RESPONSES

- 0% under 25; 7% 35 and under; 39% 56 and over
- 50% male; 50% female
- 45% natural resource planner/professional; 41% interested community member

WEBSITE VISITATION

- 9% daily; 34% weekly; 26% monthly; 20% rarely or never

WEBSITE USEFULNESS

- 35% extremely or very useful; 37% moderately useful

SUGGESTIONS FOR WEBSITE IMPROVEMENT

- Post State Annual Reports
- Mapping
 - Add watershed restoration project layer to raise public awareness of projects
 - Add invasive plant layer – major infestations, plant type(s), and eradication projects to allow for coordination of methods
 - More wildlife mapping – locations, wildlife corridors and missing linkages
 - Re-oaking layer – locations, who is doing, methods, success
- More links to other stories or websites or e-newsletters might drive more traffic to the site.
- Send land acquisition and open space conservation grant and funding opportunities to Supervisor Dillon and Larry Florin.

WEBSITE MAPPING TOOL

- 24% have used mapping tool
- 75% of them found the tool moderately or very easy to use
- 100% of them found the maps moderately to extremely useful

WICC SUCCESS AT EDUCATING AND SUPPORTING THE COMMUNITY IN ITS WATERSHED EFFORTS

- 86% responded somewhat to very successful

THREE MOST VALUABLE WICC ACTIVITIES

- 55% - Promoting watershed groups and projects
- 41% - News reporting and public outreach and education (tie)
- 38% - Event calendar and monitoring information and data (tie)
- Two people added that the e-mail digest is most useful

WICC BOARD MEETING ATTENDANCE

- 31% have attended multiple times; 21% a few times

WICC WATERSHED SYMPOSIUM ATTENDANCE

- 69% have attended

COMMUNITY COMMENTS AND SUGGESTIONS

Increase Community Awareness of the WICC

- Raise your profile-get some feature press about the great work you all are doing to help get folks excited about the initiatives.
- I am not sure many people know the WICC exists; I do know it exists and I am embarrassed to say I can't name any of its current activities or initiatives - and I don't think to regularly visit the website for information. Perhaps a clarification and very strong articulation of what the WICC is, what it does, and why someone who isn't into these issues necessarily should care/benefit/be interested. How does the WICC's existence make our watershed and our community better?
- You need to advertise that the WICC exists, I think very few people know about it.
- Find new ways to promote the projects that are going on.

Funding

- The WICC should find ways to help fund ongoing monitoring and restoration work within the Napa River Watershed. It would be great if there could be a local small grants program.
- Multiple millions of dollars are available to county under the auspices of watershed enhancement. Yet, these funds are often multi-purpose: park land acquisition, forestry management etc. I suggest the Intergovernmental Affairs Director and BOS representative be made aware of these watershed funds in relation to Climate Action Plan and open space preservation. Let's think outside the box!

WICC Board

- The WICC should include more technical experts on the Board.
- The WICC should not have elected officials on it. This makes it a captive committee, directed by county staff with no real will of its own. Instead, it should be a group of people who are intimately involved with our watersheds - county staff, RCD and NRCS folks, maybe someone from the Ag Commissioners office? And individuals who are involved in watershed issues.

Assess Community Needs

- To determine how successful the community finds the WICC -develop performance measures and then collect and analyze them for an assessment.
- The WICC should brainstorm about what the county needs (like mapping of invasive plant species!), decide what they can actually accomplish, and then work to get it done.

Name Change

- Create a new name that indicates something of the mission.

Issues to Address

- As a county stakeholders group I believe it should take more responsibility for discussing and flushing out land use issues and project developments in all the county watersheds.
- Promoting mandatory monitoring of wells and groundwater. Large areas were left off the recent study and thus may present a false sense of security. We are at a crisis with climate change and water resources but the county remains tepid in its realization since the valley floor appears to have capacity. We will not realize the truth until it's too late. More water guzzling wineries are not the answer. Nor are shorter showers. Get real and get ready.
- Promote a minimum 100 foot setback from the river for new construction and vineyard planting/replanting operations as a way to improve the health and sustainability of the Napa River ecosystem. The river doesn't have a sediment problem it has a vineyard problem!

WICC ACCOMPLISHMENTS

- Napa River Sediment Reduction and Habitat Enhancement Plan (Sept 2009)
- Watershed Assessment Framework (May 2010)
- Napa River Rutherford Reach Restoration Project (2009 to 2013)
- Napa River Sediment TMDL Implementation Tracking and Accounting System (2012-14)
- Adoption of Groundwater Action Plan (2014)
- WICC participation on the GRAC
- Annual Joint GRAC/WICC meetings
- General WICC Brochure
- Groundwater Monitoring Strategy and Brochure
- Ad Hoc Committee recommendations for Countywide Monitoring Program (2013)
- Oak Woodland Management Plan (voluntary)(2010)
- Napa County Climate Action Plan (Draft)
- Oakville to Oak Knoll Reach Restoration Project (2013-15)
- Napa Valley Historical Ecology Atlas (2012)
- Napa River Watershed Profile (2012)
- Re-Design of WICC Website
- Improved GIS Database
- Watershed Symposiums
- Leveraged Funding
- Partnerships

REVIEW OF 2007-08 STRATEGIC PLAN ACTIONS

The following pages indicate the status of each of the prior Strategic Plan actions (Completed, Ongoing and Not Completed) and recommendations on how to proceed with each action – retain for the revised Strategic Plan; delete; or discuss at the Workshop. Items highlighted in brown will be discussed at the Workshop. This summary is for informational purposes. The prior plan will not be discussed at the workshop.

2007-08 Strategic Plan Review Summary | For Reference Only
Watershed Conservation and Management Actions

Priority One Actions

Status

Recommendation

<p>Action WCM1: Assist with the development and implementation of a streamlined permitting process.</p>	<p>In Process: Sustainable Conservation is working to develop a streamlined permitting process at the state level. Local stream maintenance program allows for multiple recognized actions done under a general permit.</p>	<p>Monitor progress at state level and report to WICC Board and on website as needed</p>
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Priority Two Actions

<p>Action WCM2 (Recurring): Provide monthly updates on the WICC WebCenter about the status of the Watershed Monitoring Strategy and the Watershed Management Strategy.</p>	<p>Ongoing: Updates are provided when watershed groups or local agencies provide monitoring and management information</p>	<p>Continue updates as information is provided</p>
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<p>Action WCM3: Complete the Countywide Watershed Monitoring Strategy. Prioritize and incorporate the recommended management actions into the WICC's Strategic Plan.</p>	<p>Completed. Summary brochure developed by SFEI. Ten essential elements for developing a watershed monitoring program.</p>	<p>Prioritize actions and include in revised Strategic Plan.</p>
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Priority 3 Actions

<p>Action WCM4: Initiate a program supported by the WICC that identifies and publicizes "Healthy Watershed Demonstration Sites" for residential, agricultural, and business properties.</p>	<p>Ongoing: WICC posts information about field visits and demonstration workshops in WICC calendar.</p>	<p>Continue to publicize information about site visits and workshops in WICC calendar</p>
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As-Needed Actions

<p>Action WCM5: Support the Land Trust of Napa County and other potential conservation easement holders with easement acquisition efforts.</p>	<p>No Longer Needed: With founding of Park and Open Space District, less role for WICC in conservation easement acquisition.</p>	<p>Delete action. Continue to publicize activities of POSD and LRNC on WICC website when provided</p>
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2007-08 Strategic Plan Review Summary I For Reference Only
Watershed Information Center and Conservancy Website Actions

Priority One Actions

Status

Recommendation

Action WEB1: Continually improve upon the WICC WebCenter, making it more user-friendly and attractive.	Ongoing: Website redone in 2010-11. Ongoing update and maintenance. Recently added monitoring of use and activity through Google Analytics	Incorporate action into FY2014-15 Strategic Plan
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Priority Two Actions

Action WEB2 (Recurring): On a monthly basis add any new data to the WICC WebCenter that has been developed and maintain the website as necessary.	Ongoing: Information is updated more than monthly. Data is updated annually.	Incorporate action into FY2014-15 Strategic Plan
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Action WEB3 (Recurring): Update the website annually to reflect the comments received from the WICC's Community and Technical Advisory Committees.	Ongoing: Website is updated immediately if a comment is received. There is no longer a TAC and Community Advisory Committee was not established.	Incorporate action into FY2014-15 Strategic Plan
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Action WEB4: Solicit sponsors for the WICC WebCenter.	Not Done: Flood Control District provides financial support –\$8 to 10k annually.	Add action to identify services that would allow for expansion of Flood Control District funding
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Priority 3 Actions

Action WEB5 (Recurring): Annually survey a cross section WICC WebCenter users including watershed organizations, educators, urban and rural residents and members of the agricultural community to identify what works well and what needs improving. Conduct this survey prior to implementing the annual Strategic Plan update and incorporate agreed-upon changes into the revised Strategic Plan (and ultimately the WebCenter).	Ongoing: Completed every other year as part of watershed symposium. Also receive comments regularly on website which are responded to and changes made as appropriate. Survey also completed as part of current strategic plan effort.	Incorporate action into FY2014-15 Strategic Plan
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Action WEB6 (Recurring): Request an annual review of the WICC WebCenter by the Technical Advisory Committee (TAC) to identify what works well and what needs improving from a technical and scientific user perspective. Conduct this survey prior to implementing the annual Strategic Plan update and incorporate agreed-upon changes into the revised Strategic Plan, as well as the WebCenter.	Not Done: No longer a TAC	Consider action to hold annual focus group to review WICC website
		Consider establishing an annual planning meeting for website and goals for the year.

As-Needed Actions

<p>Action WEB7: As new organizations register on the WICC WebCenter, gather the following information to be incorporated into the WebCenter:</p> <ul style="list-style-type: none">a) Links from the WICC WebCenter to the organization's website;b) Roles and services that the organization provides;c) Watershed projects (monitoring, restoration, and enhancement), studies and educational efforts being conducted by the organization;and d) If available, provide an additional link from the WICC WebCenter's volunteer activities section to each organization's volunteer opportunities section.	<p>Ongoing: Organizations are added that participate in Watershed Symposium as are others as they become known. Links included on website.</p>	<p>Incorporate action into FY2014-15 Strategic Plan</p>
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2007-08 Strategic Plan Review Summary | For Reference Only
Communication, Coordination and Partnerships Actions

Priority One Actions

Status

Recommendation

<p>Action CCP1 (Recurring): Provide training in the use of the WICC WebCenter to local watershed groups. Seek feedback from these organizations regarding ways to improve the website to meet watershed stewardship needs, as well as the changing needs of the community.</p>	<p align="center">Website training not provided - not necessary. Feedback sought as part of Strategic Planning. Work with RCD to implement website improvements that meet education and outreach needs. Administration of site is shared with RCD to assist with site management (calendar updates, etc.)</p>	<p align="center">Reword action to reflect current situation</p>
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<p>Action CCP2 (Recurring): Provide annual updates to City and Town councils of Napa County on WICC activities, program and resources.</p>	<p align="center">Completed: WICC Board now includes members from each city.</p>	<p align="center">Discuss: Are you getting value out of the WICC? What do you want out of the WICC for your city? Would a presentation about the WICC to your City be helpful?</p>
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Priority Two Actions

<p>Action CCP3 (Recurring): Annually survey each watershed related organization contributing to the WICC to identify watershed projects (monitoring, restoration, and enhancement), watershed assessments, studies and educational efforts being conducted throughout Napa County. Post this information on the WICC WebCenter to allow organizations to coordinate and collaborate more effectively on a wide range of watershed projects and activities. Maintain and annually update this information to identify overlaps and gaps in projects, activities, and services provided by these organizations, and ways in which the WICC could remedy these gaps and overlaps. Consider including the areas of greatest need as future priority actions in the WICC Strategic Plan.</p>	<p align="center">Ongoing: Survey done biannually at Watershed Symposium. Watershed groups share projects, studies, education and outreach efforts. Watershed links posted on website. Information on gaps and overlaps is not analyzed by the WICC.</p>	<p align="center">Update action to reflect current situation</p>
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<p>Action CCP4: Develop and post on the WICC WebCenter a directory of watershed organizations and partnerships.</p>	<p align="center">Ongoing: Updated as needed.</p>	<p align="center">Incorporate action into FY2014-15 Strategic Plan</p>
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Priority 3 Actions

<p>Action CCP5: Establish a WICC "Community Advisory Committee" where interested community members, organizations, watershed groups, and land managers could come together to discuss projects and programs throughout the County's watersheds. This Advisory Committee would also serve as a networking opportunity for these groups and individuals to meet and discuss potential opportunities for collaboration. It also provides a home for ongoing community discussions about the pros and cons of various approaches to watershed management.</p>	<p>Not Completed: Board serves this role and resources not available for an additional committee. WICC staff participate in several regional groups that serve this purpose - Regional Water Management Planning; Putah Creek group; Napa River group; Bay Area group; West Sac group. Participation offers opportunities to address collaboration.</p>	<p>Revise action to reflect participation in other collaborative groups</p>
<p>Action CCP6: Hold grant-writing seminars for watershed organizations.</p>	<p>Not Completed: WICC staff are not experts on this topic. Post opportunities for funding, etc. on website.</p>	<p>Delete action: Add action to reflect current situation.</p>
<p>Action CCP7: Create a section of the WICC WebCenter dedicated to assisting local watershed groups with increasing organizational effectiveness and capacity.</p>	<p>Not Completed: WICC staff are not experts on this topic. County can provide sponsorship and fiscal agency.</p>	<p>Delete action: Add action to reflect current situation.</p>

As-Needed Actions

<p>Action CCP8: Provide recommendations to the Board of Supervisors for letters of support to watershed organizations seeking grant funding. Recommendation for support from the WICC indicates broad community support for watershed proposals and will increase the likelihood of project funding.</p>	<p>Ongoing: Not all letters go to BoS. Some letters written at staff level when project goals align with WICC mission and General Plan policies</p>	<p>Incorporate action into FY 2014-15 Strategic Plan and reflect current situation</p>
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Items highlighted in brown are for workshop discussion.

2007-08 Strategic Plan Review Summary | For Reference Only

Education and Outreach Actions

Priority One Actions	Status	Recommendation
<p>Action EDU1 (Recurring): Update the watershed events calendar on a weekly basis. Include all watershed related events including seminars; monitoring and volunteer days; opportunities for residents to attend guided tours of watershed lands and demonstration projects; and watershed festivals and related public events.</p>	<p>Ongoing</p>	<p>Include Action in revised 2014-15 Strategic Plan</p>
<p>Action EDU2: Provide information to the community on regional issues such as TMDL's and related State water quality policies, as well as the directive of the Regional Water Quality Control Board to promote water quality objectives outlined in the Region's (SF Bay and Central Valley) Basin Plan(s) as required under the Clean Water Act throughout the waters of Napa County.</p>	<p>Ongoing</p>	<p>Include Action in revised 2014-15 Strategic Plan</p>
<p>Action EDU3: Implement a targeted education and outreach strategy for urban and rural residents.</p>	<p>Ongoing through RCD: Education in improved landscaping. Creek care guides. Groundwater monitoring. Native plants. Rainwater gardens. Water Conservation.</p>	<p>Include Action in revised 2014-15 Strategic Plan. Reflect role of RCD.</p>
Priority Two Actions		
<p>Action EDU4: Implement targeted education and outreach strategy for educators and students.</p>	<p>Ongoing but limited: Curriculum page on website - needs updating.</p>	<p>Consider additional actions here in conjunction with EDU7. Work with Environmental Education Coalition of Napa Co and RCD</p>
<p>Action EDU5: Work with the Napa County Resource Conservation District (RCD) and similar organizations to identify creeks/drainages in Napa County without a watershed stewardship groups. Create a mailing list of landowners within these subwatershed drainages and provide support to the RCD and others to establish watershed stewardship groups and watershed programs within these areas.</p>	<p>Done. Mapped subdrainages. Not necessarily highest priority outreach. Some watershed groups form for a single project and disband. Longstanding organizations are part of the WICC.</p>	<p>Delete action</p>

Priority 3 Actions

<p>Action EDU6: Implement a targeted education and outreach strategy for agriculturalists.</p>	<p>Ongoing through RCD: Napa Sustainable Grape-growing Group. Workshops on conserving water in winery. Address climate change and energy conservation.</p>	<p>Incorporate action into FY 2014-15 Strategic Plan. Reflect RCD role.</p>
<p>Action EDU7: Work with watershed organizations and agencies that are currently providing educational programming and curricula to schools to identify opportunities to expand existing programs and build connections with the watershed stewardship and watershed demonstration site programs.</p>	<p>Not Done: Other organizations are doing this - Acorns to Oaks, Environmental Education Coalition.</p>	<p>Consider additional actions here in conjunction with EDU4. Work with Environmental Education Coalition of Napa Co and RCD</p>
<p>Action EDU8: Establish a permanent physical location for the WICC.</p>	<p>Not Done: Envisioned as an office where WICC staff would be housed; offer meeting space; community environmental center.</p>	<p>Delete: Not feasible or practical at this time</p>
<p>Action EDU9: Establish a "Watershed Stewards Program" based upon watershed-related best management practices that participants would implement based upon property type and use.</p>	<p>Done through RCD: See EDU3 and EDU6</p>	<p>Incorporate action into FY 2014-15 Strategic Plan. Reflect RCD role.</p>
<p>Action EDU10: Implement a targeted education and outreach strategy for watershed groups.</p>	<p>Done: Part of WICC website and annual outreach work with RCD.</p>	<p>Incorporate action into FY 2014-15 Strategic Plan. Reflect RCD role.</p>

2007-08 Strategic Plan Review Summary | For Reference Only
Organizational Structure and Funding Actions

Priority One Actions	Status	Recommendation
Action OSF1: Identify potential grant opportunities and sources of funding for the Priority 1 actions in the 2007-08 WICC Strategic Plan.	Ongoing	Incorporate action into FY2014-15 Strategic Plan
Action OSF2 (Recurring): Provide an annual update to the Napa County Board of Supervisors and City and Town Councils about the current activities and successes of the WICC. Update should stress the benefits and values of the WICC to the community.	Not Done	Discuss: Would it be valuable to provide annual updates to the cities. Are there other agencies that would benefit from annual updates?
Action OSF3: Identify and initiate actions needed to implement the WICC's new organizational structure as depicted on the WICC's Organizational Chart; including development of a Memorandum of Understanding between the County, Cities, Town and Districts interested in supporting the WICC as an Advisory Board to their respective organizations.	Partially Done: Formed JPA with RCD for education and outreach. County provides RCD with funds to execute education and outreach activities for the WICC.	Review and revise organizational chart for clarity
		Discuss potential and need for MOUs with cities, towns and districts
Further explore the establishment of a nonprofit arm or "foundation fund" for the WICC to facilitate the acceptance of charitable donations in support of the WICC's mission and goals.	Not Done	Delete: Not feasible or practical at this time
Priority Two Actions		
Action OSF4: Identify funding sources for staff and project-related funding including maintenance of the WICC WebCenter and funding for a physical WICC office.	Ongoing: Current funding from County and Flood Control District. Could be expanded.	Discuss funding opportunities
Action OSF5 (Recurring): Annually update the WICC Strategic Plan. Revisit actions from the prior years plan, identify new actions as needed and reprioritize all actions. Assign timeframes and responsibilities to each action. Identify potential sources of funding for each Priority 1 item.	Not Done	In FY 2014-15 Strategic Plan incorporate development of annual workplans based upon strategic plan priorities.

OS6: Explore additional funding sources including donations and sponsorships, membership dues, fee for service opportunities, fundraising, dedicated funding and open space district funding, once the district is formed.	Not Done	Discuss funding opportunities
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Priority 3 Actions

Action OSF7: At each WICC Board Meeting dedicate a portion of the meeting to educating the board on watershed-related issues and potential WICC roles in addressing these issues and watershed management opportunities.	Ongoing: This is the purpose of the meetings	Remove - this is what the WICC Board does.
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Action OSF8: Hold a WICC Board session to evaluate the pros and cons of the WICC holding conservation easements. Should the WICC Board decide that it does not want to hold easements of any type, consider changing the name of the organization to the WIC (Watershed Information Center) thereby deleting the Conservancy portion of the title that relates to land conservation.	Not Needed: Park and Open Space District and Land Trust fill this role.	Discuss: Keeping the word Conservancy in the name. Originally the WICC was two bodies - the Information Center and the Conservancy. Budget cuts resulted in one body and formation of POSD made holding land unnecessary.
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Action OSF9: Develop a strategy to recruit and train WICC volunteers.	Not Done.	Add training of new board members as an Action. Consider volunteer interns for website and office work. Could have volunteers if there was a monitoring program. Running a volunteer program involves staff time.
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As-Needed Actions

Action OSF10: Convene ad-hoc committees as needed to address special watershed management issues.	Done As Needed: One convened for monitoring. Not frequently used.	Add action to FY2014-15 Strategic Plan. Consider adding TAC as an ad-hoc committee.
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Items highlighted in brown are for workshop discussion.