

**Fillmore and Piru Basins Groundwater Sustainability Agency (FPBGSA)
Communications and Engagement Plan
Work Plan**

Board Approved November 21, 2019

Task/Activity	Assignments	Board Meeting Date	
		Informational Item	Decision
Task 1. Develop Stakeholder List (Beneficial Users and Uses (BU) and Interested Parties)			
1.1 Create Google doc (or similar) with draft table	Chair Long	Nov 21, 2019	Dec 19, 2019
1.2 Populate table, indicating key interest(s) for each stakeholder	Ad hoc Committee and staff*, CCP review and guidance, Full Board input and approval		
Task 2. Identify Outreach and Engagement Challenges and Opportunities			
2.1 Review outreach efforts that have and haven't worked in the past in these subbasins	Full Board	Nov 21, 2019	Dec 19, 2019
2.2 Identify best methods to actively encourage stakeholder engagement and input during development of the GSP			
Task 3. Identify Key Messages			
3.1 Distill key messages from Guiding Principles that must be communicated clearly and consistently. Identify additional messages as necessary	Full Board	Nov 21, 2019	Dec 19, 2019
Task 4. Describe GSA Decision-Making Process and How Public Input will be Used During GSP Development			
4.1 Draft text based on JPA and Bylaws (including pending review by DBS&A team) and describe the Board's approach for considering and incorporating public input in the GSP	Full Board	Dec 19, 2019	Jan 16, 2019
Task 5. Develop Outreach and Communication Strategies and Methods			
5.1 List communication strategies and methods, e.g., public notices, website, listserve, local media outlets, communications via local agencies, organizations, mailings, etc.	Full Board	Dec 19, 2019	Jan 16, 2019
5.2 Identify existing trusted agencies and organizations including rationale for such recommendations.	Full Board	Dec 19, 2019	Jan 16, 2019
5.3 Identify local venues for meetings and resources for outreach. Identify points of contact and contact information for said venues.	Full Board	Dec 19, 2019	Jan 16, 2019

Task/Activity	Assignments	Board Meeting Date	
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Task 6. Identify Stakeholder Outreach and Engagement Activities and Relationship to GSP Milestones			
6.1 Develop plan for activities including informational updates and stakeholder meetings	Ad hoc Committee and staff, CCP review and guidance, Full Board review	Dec 19, 2019	Dec 19, 2019
6.2 Incorporate activities into overall GSP development schedule	Ad hoc Committee and staff, CCP review and guidance, Full Board review		
Task 7. Prepare Communication and Engagement Plan Document			
7.1 Draft Document	CCP	Dec 2019	Dec 2019
7.2 Review Document	Ad hoc Committee	Dec 2019	Dec 2019
7.3 GSA Board Review and Approval	GSA Board	Jan 16, 2019	Jan 16, 2019

*Staff includes DBS&A Team members

Fillmore and Piru Basins Groundwater Sustainability Agency (FPBGSA)
Communications and Engagement Plan
Tasks 2. Outreach and Engagement Challenges
Task 3. Opportunities and Key Messages
Board Approved December 19, 2019

Task 2. Outreach and Engagement Challenges and Opportunities

- **Challenges**
 - Some stakeholders are able to attend during the day, while others are available in the evening
 - Some stakeholders have limited means of transportation to attend meetings
 - Lack of public attendance at GSA Board meetings
- **Opportunities and Recommended Engagement Practices**
 - Equally engage stakeholders in the Piru and Fillmore Basins
 - Provide separate meetings for each basin where appropriate
 - Provide ample time for questions and answers, allow attendees to ask questions during presentations
 - Provide opportunities for asking questions other than asking them during meetings (e.g., question card, informal time after meetings)
 - Provide meeting format variety, e.g., rather than all lecture, incorporate break-out sessions
 - Provide Spanish interpretation and translation
 - Develop a fact sheet

Task 3. Key Messages

- Preparing a Groundwater Sustainability Plan (GSP) is **required** by the Sustainable Groundwater Management Act (SGMA).
- SGMA allows for **local control** if the GSP is prepared within the specified timeline (by January 31, 2022).
- The information obtained during this process will help us understand the Basins' sustainable yield and **empowers** us to manage and maintain the basins.
- The GSP will increase **certainty** about the future sustainability of our ground water supply.
- The Fillmore and Piru Basin Groundwater Sustainability Agency (FPBGSA) is committed to an **open and transparent** GSP preparation process.

Fillmore and Piru Basins Groundwater Sustainability Agency (FPBGSA)
Communications and Engagement (C&E) Plan Task 4
Decision-Making Process and Consideration and Use of Public Input
Board Approved December 19, 2019

In accordance with §354.10 (Notice and Communication section) of the SGMA Groundwater Sustainability Plan (GSP) Emergency Regulations, the GSP will include

“... a summary of information relating to notification and communication by the Agency with other agencies and interested parties including the following:

(d) A communication section of the Plan that includes the following:

(1) An explanation of the Agency’s decision-making process.

(2) Identification of opportunities for public engagement and a discussion of how public input and response will be used.

This document provides a preliminary proposal for these sections of the FPBGSA C&E Plan, for consideration by the Board at its January 16 Board Meeting. Following review and revision by the Board, the approved text may also be included in an appropriate governance document (e.g. By-Laws, or similar as determined by the FPBGSA Board and as advised on by FPBGSA legal counsel).

FPBGSA Decision-Making Process

The FPBGSA is a joint powers authority created by the County of Ventura, City of Fillmore, United Water Conservation District for the purpose of implementing the Sustainable Groundwater Management Act (SGMA) and is governed by a Joint Exercise of Powers Agreement (JPA). The JPA establishes that a Board of Directors comprised of three Member Directors (one from each Member Agency), one Director representing the Fillmore Pumpers Association, one Director representing the Piru Pumpers Association, and an Environmental Stakeholder Director shall govern/make decisions for the Agency. The JPA and the Agency’s Bylaws set forth voting procedures that shall be used to make decisions on the GSP and its implementation (JPA Section 9,2 and Bylaws Section 3.4).

According to these procedures, voting by the Board of Directors shall be made on the basis of one vote for each Director, provided however, that if the matter to be voted on exclusively concerns one of the Basins and not the other, the pumper Stakeholder Director representing pumper interests in the unaffected Basin may participate in Board discussions of the matter but shall not vote on the matter. All decisions of the Board shall require the affirmative vote of at least four (4) Directors, unless one or more Directors is absent or conflicted from voting on the matter, or a pumper Stakeholder Director is prohibited from voting per this section, in which case a decision of the Board shall require the affirmative vote of at least three (3) Directors.

Consideration and Use of Public Input

As described in other sections of the C&E Plan, the FPBGSA will conduct extensive and broad outreach efforts to engage and seek the input of beneficial users and other interested parties. To assure that this public input is incorporated into the Board’s decision-making, the Agency will conduct the following. (Note: The following text should also be included in Article 3. Meetings, of the Bylaws)

1. All public input will be assembled, documented, and maintained as part of the Agency’s Administrative Record.

2. The Administrative Record will be maintained by the Clerk of the Board and will be available to the public at the United Water Conservation District.
3. The Agency will aim to make presentation materials available on its website three days prior to each public meeting.
4. The Agency will aim to make public input received at each public meeting (questions and comments) available on its website within one week following the meeting.
5. The Administrative Record will be updated prior to each Board Meeting and available to FPBGSA Board members and the public three days before a SGMA decision is made.
6. For each Board meeting at which a decision regarding the GSP shall be made, the Board packet shall include a summary of the public input relevant to that decision as of the time the packet is prepared. This summary shall also be verbally presented to the Board prior to its deliberation. The Board meeting minutes shall memorialize the Board's discussion and consideration of public input prior to Board's decision action.

Fillmore and Piru Basins Groundwater Sustainability Agency (FPBGSA)
Communications and Engagement Plan
Task 5. Outreach and Communication - Methods and Strategies: Preliminary Outline
Board Approved January 16, 2020

The following provides a list of outreach methods available the FPBGSA as it conducts stakeholder engagement. The FPBGSA will chose the appropriate and most effective communication means for each outreach event. These will likely include a number but not all of the options listed below. It is anticipated that this list will of options will change during the course of developing the GSP based on insights gained and feedback from stakeholders.

- **GSA OUTREACH**
 - **Public Notices**
 - **Emails**
 - Maintain email list
 - Those who have expressed interest, signed up for email list via webpage, provided email address at meetings - currently about 85 people are on this list).
 - Stakeholder list
 - Beneficial Users
 - UWCD Ratepayers
 - Other interested parties - local businesses, government agencies, associations, and service organizations
 - Send emails for:
 - Stakeholder Meetings - save-the-date, invites
 - Upcoming Board meetings and decisions
 - **Mailings**
 - Stakeholder Meetings - save-the-date, invites (for those not on the email list)
 - Updates within UWCD bills (twice per year, February and September/October), GSA bills (twice per year, late February/early March and October/November)
 - **Website**
 - SGMA General Information
 - Frequently Asked Questions
 - Board Meeting information
 - Three days in advance - agenda, presentation materials
 - Within one week of meeting - public input (questions and comments)
 - As available - minutes
 - Stakeholder Meetings
 - Save-the-date, invite
 - Three days in advance - agenda, presentation materials
 - Within one week of meeting - public input (questions and comments)
 - As available - meeting summary
 - **Social Media**
 - FPBGSA Facebook page
 - Post about upcoming Stakeholder and Board Meetings
 - **Local Media**
 - Newspapers
 - Ventura County Star
 - Fillmore Gazette
 - Santa Paula Times

- Prepare press release, quotes
- Operationalize feature story in local papers –communicate with journalists
- Radio stations
 - KCLU
 - KCRU – Santa Clarita (for interbasin communication)
 - KVTA – AM, local news
- Television
 - Fillmore Access Television (Channel 10)
- **Stakeholder Meetings**
 - Venues
 - Veteran’s Memorial Building
 - *Contact:* Julie Latshaw, jlatshaw@ci.fillmore.ca.us
 - *Room capacity/design:* large ballroom ____
 - *Availability (days/hours):*
 - *Audio visual equipment:* pull down screen, no projector
 - *Internet:* none, bring our own hot spot
 - *Parking:* High School parking lot across the street, limited parking in the back of the building, street parking
 - *Accessibility:* steps on front of building, ramp in back
 - *Other considerations:* Meetings during school hours would have limited parking
 - Fillmore Adult Active Center
 - *Contact:* Julie Latshaw, jlatshaw@ci.fillmore.ca.us
 - *Room capacity/design:*
 - *Availability (days/hours):*
 - *Audio visual equipment:* none, bring our own
 - *Internet:* no wifi, bring our own hot spot
 - *Parking:* ample parking at adjacent public lot
 - *Accessibility:* accessible
 - *Other considerations:* centrally located in Fillmore
 - Piru Community Center
 - *Contact:*
 - *Room capacity/design:*
 - *Availability (days/hours):*
 - *Audio visual equipment:*
 - *Internet:*
 - *Parking:*
 - *Accessibility:*
 - *Other considerations:*
 - Fillmore City Council Chamber
 - *Contact:* Julie Latshaw, jlatshaw@ci.fillmore.ca.us
 - *Room capacity/design:* fixed dais,
 - *Availability (days/hours):*
 - *Audio visual equipment:*
 - *Internet:*
 - *Parking:*
 - *Accessibility:*
 - *Other considerations:* If used for community meetings, do not use dias
 - General Meeting Design/Format

- Presentation
- Q&A (allow ample time for Q&A)
- Webcast, livestream, and/or record meeting if possible
- Advertising
 - Meeting Notice
 - Save the Date
 - Invite/flyer with additional meeting information
 - Distribution Methods
 - Email list
 - Mailings for those not on email list
 - UWCD and FPBGSA mailings
 - Social media posts
 - Newspaper articles/ads
 - Announce at local meetings
 - Distribute through other organizations' websites, newsletters (see below)
- **BOARD DIRECTOR OUTREACH**
 - **Ventura County Director**
 - Ventura County Board of Supervisors meetings
 - Santa Clara River Watershed Committee meetings
 - **UWCD Director**
 - Farm Bureau meetings
 - United Water Conservation District Board meetings
 - **City of Fillmore Director**
 - Fillmore City Council meetings
 - **Fillmore Pumper Stakeholder Director**
 - Fillmore Basin Pumpers Association meetings
 - Santa Paul Basin Pumpers Association meetings
 - **Environmental Stakeholder Director**
 - Friends of the Santa Clara River meetings
 - **Piru Pumper Stakeholder Director**
 - Piru Basin Pumpers Association meetings
- **COMMUNICATIONS VIA OTHER ORGANIZATIONS**
 - Watersheds Coalition of Ventura County - Santa Clara River Watershed Committee
 - FPBGSA update at Committee Meetings
 - Disadvantaged Community Outreach stakeholder outreach and education meetings
 - Ventura County Integrated Water Management Program
 - GSA table at WaterTalks Meetings
 - Piru Neighborhood Council Meetings
 - Farm Bureau of Ventura County Newsletter (hard copy and email)
 - Ventura County Coalition of Labor, Agriculture, and Business – post on their website
 - Santa Clarita Valley Water Agency
 - Monthly meetings with UWCD and Santa Clarita Valley Water Agency

Fillmore and Piru Basins Groundwater Sustainability Agency (FPBGSA)
Communications and Engagement Plan
Task 6. Identify Stakeholder Outreach and Engagement Activities and Timing
Board Approved December 19, 2019

Stakeholder Meetings Held by FPBGSA

- **SGMA 101 and Basin Setting – March/April 2020**
 - Content
 - SGMA 101
 - Supplement with pre-recorded discussions on website
 - Hydrogeological Conditions (also discussed at March Board meeting)
 - Model preparation - public input on planned and potential projects (preliminary discussion about the need, value, and timing for the model)
 - Budget update
 - Meeting Design
 - Presentation
 - Q&A
 - Webcast, livestream, and/or record meeting
 - Logistics
 - 1 meeting for both basins
 - Supplement with presentation to Piru Neighborhood Council - **DATE**
 - Location: Veteran’s Memorial Building, Fillmore
 - Date: Week of March 30
 - Time: 6 pm
 - AV, internet for webcast, livestream, and/or recording
 - Advertising
 - Content:
 - Save the Date
 - Flyer with additional meeting information
 - Methods
 - Email list
 - Social media posts
 - Newspaper articles
 - Announce at “Other Meetings” listed below
- **Model and Water Budget – June/July 2020**
 - Non-technical – Board Meeting
 - Technical Meeting, 1 meeting for both Basins
 - Budget update
- **Sustainable Management Criteria - August/September 2020 – 2 meetings, 1 for each Basin (overview of other Basin and Santa Clarita)**
 - Sustainability Goal
 - Undesirable Results
 - Minimum Thresholds

- Measurable Objectives
- Budget update
- **Proposed Projects and Management Actions - October 2020** – 1 meeting (consider potential for 2nd meeting based on stakeholder feedback)
 - Budget update
- **Public Draft GSPs – June 2021** - 2 meetings, 1 for each basin
 - Budget update

Other Meetings at Which FPBGSA Will Conduct Outreach and/or Education

- Santa Clara River Watershed Committee
 - Agenda includes time for FPBGSA update
 - Chair Long will present, team to provide input
- Friends of the Santa Clara River
 - WaterTalks, focused on DAC water needs
 - Piru – Tuesday March 10, 6:30 pm, Piru Community Center, 802 Orchard Street, Piru,
 - Fillmore - Saturday, March 21, 11 am, 533 Santa Clara St, Fillmore
 - FPBGSA table – Chair Long to host **if available**
 - Provide high level information about the GSA, SGMA, basins, GSP, etc.
 - Collect contact information
- Environmental Stakeholder meeting convened by Director Meneghin – December