

**Fillmore and Piru Basins Groundwater  
Sustainability Agency Stakeholder  
Communications and Engagement Plan  
February 20, 2020**



**Fillmore and Piru Basins**  
*Groundwater Sustainability Agency*

## Contents

Purpose .....	1
Background .....	1
Fillmore and Piru Basins.....	1
Basin Governance, Decision-Making, and Guiding Principals .....	1
SGMA Stakeholder Engagement Requirements and Guidance.....	2
Stakeholders (Beneficial Users and Interested Parties) .....	4
Public Notification, Education, and Engagement Meetings and Media .....	4
FPBGSA Board Meetings .....	7
FPBGSA Stakeholder Workshops and Implementation Timeline.....	7
Venues for Stakeholder Workshops .....	8
FPBGSA Website .....	8
Outreach at Meetings Held by Other Agencies and Organizations .....	9
Emails and Mailings .....	9
Social Media.....	10
Local Media.....	10
Other Agencies' and Organizations' Communication Channels .....	10
Key Messages .....	11
Consideration and Use of Public Input.....	11
Evaluation and Assessment.....	11
Appendix A: Stakeholder List .....	13
Appendix B: Preliminary Stakeholder Workshop List and Schedule .....	16
Appendix C: Stakeholder Workshop Outreach Tracking and Documentation Tool .....	17
Appendix D: Venues for Stakeholder Workshops .....	18
Appendix E: FPBGSA Board Director Outreach Documentation Tool .....	20
Appendix F: Stakeholder Workshop Evaluation Form.....	21

## Purpose

California's Sustainable Groundwater Management Act (SGMA) of 2014 requires broad and diverse stakeholder involvement in the development and implementation of Groundwater Sustainability Plans (GSP) by Groundwater Sustainability Agencies (GSA). The purpose of this Stakeholder Communications and Engagement Plan (C&E Plan) is to set forth the Fillmore and Piru Basins Groundwater Sustainability Agency's (FPBGSA or Agency) methods for conducting stakeholder engagement during development of its GSPs, consistent with the requirements of SGMA. This C&E Plan provides a roadmap and tools for the Agency to use during GSP development and makes transparent to stakeholders, their opportunities to participate and contribute during the GSP development process.

SGMA requires GSAs to consider the interests of all Beneficial Users and Uses of groundwater in the Basins. Beneficial Users and Uses are defined in SGMA Section 10723.2 (discussed below under "SGMA Stakeholder Engagement Requirements and Guidance"). The GSP Emergency Regulations (Section 354.10) require that GSAs document in a communication section of the GSP, their efforts to actively engage diverse social, cultural, and economic elements of the population within their basins; opportunities provided for public engagement and input; and how public input is used by the Agency.

Broad and meaningful stakeholder engagement and active participation in the decision-making process throughout GSP development will assure regulatory compliance and will increase community awareness of the GSP and potential Beneficial User support during SGMA implementation.

---

*Note: This Plan presents a set of potential outreach methods and a preliminary plan for stakeholder engagement by the FPBGSA during preparation of GSPs for the Fillmore and Piru Basins. The Agency will select appropriate outreach tools for each stakeholder event. In order to ensure an adaptive, responsive approach to stakeholder outreach and engagement, this plan may be updated and amended during its implementation.*

---

## Background

### Fillmore and Piru Basins

The Fillmore and Piru Groundwater Subbasins (Basins) are within the Santa Clara River Valley in Ventura County. The California Department of Water Resources (DWR) has assigned a High Priority ranking to both Basins, principally because groundwater is the primary source of water for all water users.

The Basins are situated downstream and west of the Santa Clara River Valley East Subbasin, and upstream and east of the Santa Paula Subbasin, and are hydrogeologically connected to each other and to the upstream and downstream basins.

The Basins are characterized by diverse communities and varying land use including urban and agricultural areas. By acreage, agricultural use makes up the largest developed portion of the Basins.

### Basin Governance, Decision-Making, and Guiding Principals

The FPBGSA is a joint powers authority created by the County of Ventura, City of Fillmore, United Water Conservation District (UWCD) for the purpose of implementing SGMA and is governed by a Joint Exercise of Powers Agreement (JPA). The JPA establishes 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 to govern and 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.

The FPBGSA has developed a set of Guiding Principles that describe commitments and common interests Agency leaders have agreed to follow as they implement SGMA. These Guiding Principles are posted on the Agency's website (<https://s29420.pcdn.co/wp-content/uploads/2019/11/2019-11-21-FPBGSA-Guiding-Principles-FINAL-Approved-on-11-21-19.pdf>). They include general principles of understanding and specific principles related to governance, communication and education, funding and finances, and SGMA implementation and sustainability.

## SGMA Stakeholder Engagement Requirements and Guidance

SGMA and its GSP Emergency Regulations provide a number of requirements related to stakeholder engagement during GSP preparation and of documentation within the GSP. These requirements include:

- SGMA (Section 10723.2) calls for consideration of all interests of all beneficial uses and users of groundwater:

*The groundwater sustainability agency shall consider the interests of all beneficial uses and users of groundwater, as well as those responsible for implementing groundwater sustainability plans. These interests include, but are not limited to, all of the following:*

*(a) Holders of overlying groundwater rights, including:*

*(1) Agricultural users.*

*(2) Domestic well owners.*

*(b) Municipal well operators.*

*(c) Public water systems.*

*(d) Local land use planning agencies.*

*(e) Environmental users of groundwater.*

*(f) Surface water users, if there is a hydrologic connection between surface and groundwater bodies.*

*(g) The federal government, including, but not limited to, the military and managers of federal lands.*

*(h) California Native American tribes.*

*(i) Disadvantaged communities, including, but not limited to, those served by private domestic wells or small community water systems.*

*(j) Entities listed in Section 10927 that are monitoring and reporting groundwater elevations in all or a part of a groundwater basin managed by the groundwater sustainability agency.*

- SGMA (Section 10723.4) requires the maintenance of an interested persons list:

*The groundwater sustainability agency shall establish and maintain a list of persons interested in receiving notices regarding plan preparation, meeting announcements, and availability of draft plans, maps, and other relevant documents. Any person may request, in writing, to be placed on the list of interested persons.*

- SGMA GSP Emergency Regulations (Section 354.10) set forth notification requirements as follows:

*Each Plan shall include a summary of information relating to notification and communication by the Agency with other agencies and interested parties including the following:*

*(a) A description of the beneficial uses and users of groundwater in the basin, including the land uses and property interests potentially affected by the use of groundwater in the basin, the types of parties representing those interests, and the nature of consultation with those parties.*

*(b) A list of public meetings at which the Plan was discussed or considered by the Agency.*

*(c) Comments regarding the Plan received by the Agency and a summary of any responses by the Agency.*

*(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.*

*(3) A description of how the Agency encourages the active involvement of diverse social, cultural, and economic elements of the population within the basin.*

*(4) The method the Agency shall follow to inform the public about progress implementing the Plan, including the status of projects and actions.*

*1. An explanation of the Agency's (GSAs) decision-making process.*

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

*3. A description of how the Agency (GSA) encourages the active involvement of diverse social, cultural, and economic elements of the population within the basin.*

4. *The method the Agency (GSA) shall follow to inform the public about progress implementing the Plan, including the status of projects and actions.*

DWR has prepared a *Guidance Document for Groundwater Sustainability Plan Stakeholder Communication and Engagement* (DWR Guidance Document) (January 2018) to assist GSAs in providing broad and meaningful stakeholder engagement. **Figure 1** presents a summary of SGMA required engagement and notification requirements for all phases of SGMA as presented in the Guidance Document.

## Stakeholders (Beneficial Users and Interested Parties)

As described above, SGMA requires the FPBGSA to consider all interests of all Beneficial Uses and Users of groundwater and maintain an interested parties list.

To assist GSAs in identifying stakeholders that reflect diverse social, cultural and economic elements of the population, the DWR Guidance Document provides a Stakeholder Engagement Chart that lists various interest and examples of stakeholder groups within each of these categories. This chart is shown below as **Table 1**. For purposes of this C&E Plan, Beneficial Users and interested parties are collectively referred to as stakeholders. The FPBGSA developed an initial stakeholder list, considering the requirements of SGMA, GSP Regulations, and the DWR Guidance Document. This list is presented in **Appendix A** (omitting contact and confidential personal information). It includes Beneficial Users, people who have signed up for the Agency's email list, and other potentially interested parties including local businesses, government agencies, associations, and service organizations.

The list will evolve during GSP development as additional stakeholders are identified.

## Public Notification, Education, and Engagement Meetings and Media

The FPBGSA seeks to provide multiple opportunities and formats to notify the public about upcoming meetings, provide GSP status updates, educate all Beneficial Users, and obtain public input about various GSP components. These include Board Meetings, Stakeholder Workshops, the Agency's website, Board Director updates and discussions at meetings held by other agencies and organizations, emails and mailings, social media postings, and local media advertisements and articles. The anticipated functions of these meetings and media are summarized on **Table 2**. The outreach methods listed on Table 2 and described below are intended to present a range of options available to the FPBGSA as it conducts stakeholder engagement. The FPBGSA will choose the appropriate and most effective methods from among these options (likely using some but not necessarily all of the listed options) as well as additional methods that may become available. The outreach approach may change during the course of developing the GSP based on insights gained and feedback from stakeholders.

**Figure 1: SGMA Notification and Engagement Requirements**

<p><b>Phase 1 Engagement Requirements</b></p> <ul style="list-style-type: none"> <li>• <b>Establish and Maintain List of Interested Parties</b> §10723.4</li> <li>• <b>GSA Formation Public Notice</b> §10723(b)</li> <li>• <b>GSA Formation Public Hearing</b> §10723(b)</li> <li>• <b>GSA Formation (due 6/30/17)</b> §10723(b)</li> </ul> <p>Notify DWR:</p> <ul style="list-style-type: none"> <li>› Include list of interested parties</li> <li>› Explain how parties' interests will be considered</li> </ul> <li>• <b>Pre-GSP Development</b> §10727.8</li> <p>Provide a written statement describing how interested parties may participate to:</p> <ul style="list-style-type: none"> <li>› DWR</li> <li>› Cities within the GSA boundary</li> <li>› Counties within the GSA boundary</li> </ul>	<p><b>Phase 2 Engagement Requirements</b></p> <ul style="list-style-type: none"> <li>• <b>GSP Initial Notification</b> §353.6*</li> <li>• <b>GSP Preparation</b> §10727.8 and §10723.2 <ul style="list-style-type: none"> <li>› Encourage active involvement</li> <li>› Consider beneficial uses and users of groundwater when describing <i>Undesirable Results, Minimum Thresholds, and Projects &amp; Actions</i></li> </ul> </li> <li>• <b>GSP Communications Section</b> §354.10* <ul style="list-style-type: none"> <li>› GSA decision-making process</li> <li>› Opportunities for engagement and how public input is used</li> <li>› How GSA encourages active involvement</li> <li>› Method of informing the public</li> </ul> </li> <li>• <b>Public Notice of Proposed Adoption</b> §10728.4</li> <li>• <b>GSP Adoption Public Hearing</b> §10728.4</li> <li>• <b>GSP Submittal</b> §354.10* <ul style="list-style-type: none"> <li>› Include a summary of communications: description of beneficial uses/users, list of public meetings, comments received/responses</li> </ul> </li> </ul>
<p><b>Phase 3 Engagement Requirements</b></p> <ul style="list-style-type: none"> <li>• <b>60 Day Comment Period</b> §353.8* <ul style="list-style-type: none"> <li>› Any person may provide comments to DWR regarding a proposed or adopted GSP via the SGMA Portal at <a href="http://sgma.water.ca.gov/portal/">http://sgma.water.ca.gov/portal/</a></li> <li>› Comments will be posted to DWR's website</li> </ul> </li> </ul>	<p><b>Phase 4 Engagement Requirements</b></p> <ul style="list-style-type: none"> <li>• <b>Public Notices and Meetings</b> §10730 <ul style="list-style-type: none"> <li>› Before amending a GSP</li> <li>› Prior to imposing or increasing a fee</li> </ul> </li> <li>• <b>Encourage Active Involvement</b> §10727.8</li> </ul>
<p><b>Engagement Requirements Applicable to ALL PHASES</b></p> <ul style="list-style-type: none"> <li>• <b>Beneficial Uses and Users</b> §10723.2 Consider interests of all beneficial uses and users of groundwater</li> <li>• <b>Advisory Committee</b> §10727.8 GSA may appoint and consult with an advisory committee</li> <li>• <b>Public Notices and Meetings</b> §10730 <ul style="list-style-type: none"> <li>› Before electing to be a GSA</li> <li>› Before adopting or amending a GSP</li> <li>› Prior to imposing or increasing a fee</li> </ul> </li> <li>• <b>Encourage Active Involvement</b> §10727.8 Encourage the active involvement of diverse social, cultural, and economic elements of the population within the groundwater basin</li> <li>• <b>Native American Tribes</b> §10720.3 <ul style="list-style-type: none"> <li>› May voluntarily agree to participate</li> <li>› See Engagement with Tribal Government Guidance Document</li> </ul> </li> <li>• <b>Federal Government</b> §10720.3 <ul style="list-style-type: none"> <li>› May voluntarily agree to participate</li> </ul> </li> </ul>	

**Table 1: Stakeholder Engagement Chart for GSP Development**

<b>Category of Interest</b>	<b>Examples of Stakeholder Groups</b>
General Public	<ul style="list-style-type: none"> <li>• Citizens groups</li> <li>• Community leaders</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>• Municipalities (City, County planning departments)</li> <li>• Regional land use agencies</li> </ul>
Private users	<ul style="list-style-type: none"> <li>• Private pumpers</li> <li>• Domestic users</li> <li>• School systems</li> <li>• Hospitals</li> </ul>
Urban/ Agriculture users	<ul style="list-style-type: none"> <li>• Water agencies</li> <li>• Irrigation districts</li> <li>• Mutual water companies</li> <li>• Resource conservation districts</li> <li>• Farmers/Farm Bureaus</li> </ul>
Industrial users	<ul style="list-style-type: none"> <li>• Commercial and industrial self-supplier</li> <li>• Local trade association or group</li> </ul>
Environmental and Ecosystem	<ul style="list-style-type: none"> <li>• Federal and State agencies – California Department of Fish and Wildlife (CDFW)</li> <li>• Wetland managers</li> <li>• Environmental groups</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Chambers of commerce</li> <li>• Business groups/associations</li> <li>• Elected officials (Board of Supervisors, City Council)</li> <li>• State Assembly Members</li> <li>• State Senators</li> </ul>
Human right to water	<ul style="list-style-type: none"> <li>• Disadvantaged Communities</li> <li>• Small community systems</li> <li>• Environmental Justice Groups</li> </ul>
Tribes	<ul style="list-style-type: none"> <li>• Tribal Government</li> </ul>
Federal lands	<ul style="list-style-type: none"> <li>• Military bases. Department of Defense</li> <li>• Forest Service</li> <li>• National Park Service</li> <li>• Bureau of Land Management</li> <li>• CDFG</li> </ul>
Integrated Water Management	<ul style="list-style-type: none"> <li>• Regional water management groups (IRWM regions)</li> <li>• Flood agencies</li> <li>• Recycled water coalition</li> </ul>



**Table 2: Notification, Education, and Engagement Meetings and Media**

<b>Meetings/Media</b>	<b>Notify and Inform about Upcoming Meetings and Project Status</b>	<b>Educate (SGMA and GSP Topics)</b>	<b>Obtain Public Input</b>
FPBGSA Board Meetings	√	√	√
FPBGSA Stakeholder Workshops	√	√	√
FBBGSA Website	√	√	√
FPBGSA Board Director outreach at meetings held by other agencies and organizations	√	√	
Emails and mailings	√		
Social media (FPBGSA Facebook page)	√		
Local media (newspaper, radio, TV) ads	√		
Local news media articles	√	√	
Other agency and organization communications (websites, newsletters, etc.)	√		

### FPBGSA Board Meetings

The FPBGSA Board holds monthly meetings, generally on the third Thursday of the month. These meetings are held in the evenings at the Fillmore City Council Chamber. The Board operates and provides notice for these meetings consistent with the Brown Act (California Government Code 54950 et seq.). As described below regarding the FPBGSA Website, all meeting materials are available to the public on the Agency's website. Public comments are accepted at each meeting.

During GSP development, the GSP consultant will make presentations and hold open forums on various aspects of GSP development. Upcoming Board discussion topics are posted on the Agency's website and Facebook page, and the public is encouraged to attend. Information presented at Board Meetings will also be presented and expanded upon at Stakeholder Workshops as described below.

### FPBGSA Stakeholder Workshops and Implementation Timeline

The FPBGSA will provide Stakeholder Workshops throughout the GSP preparation process. These workshops will provide an opportunity for the public to learn about key topics and milestones, ask questions, and provide input. **Appendix B** provides a preliminary schedule and list of workshop topics based on the current project schedule. The list and schedule are preliminary and subject to change based on the project schedule, stakeholder feedback, and the Board's discretion. At each of these workshops, Agency leadership, staff and/or consultant (as directed by the Agency) will provide a presentation to be followed by ample time for public discussion, questions and answers, and stakeholder input. A budget update will also be provided at each workshop.

The Agency will provide handouts in English and Spanish and Spanish interpretation during the workshops, as warranted.

**Appendix C** provides a tool to track advertising for these workshops and document discussion topics, attendance, and evaluation comments for use in planning subsequent workshops.

## Venues for Stakeholder Workshops

Four local facilities have been identified as potential venues for Stakeholder Workshops in the community:

- Veteran's Memorial Building, 511 2nd Street, Fillmore
- Fillmore Adult Active Center, 533 Santa Clara St, Fillmore
- Piru Community Center, 802 Orchard Street, Piru
- Fillmore City Council Chamber, 250 Central Avenue, Fillmore

**Appendix D** provides information about the features of each of these venues (e.g., capacity, hours during which the venue is available, internet availability, parking, accessibility, etc.) for consideration as workshops are planned.

The Agency anticipates that these workshops will be held during weekday evenings. It is researching the technical and financial feasibility of providing remote access to these workshops via webcast, livestream, and/or recording.

## FPBGSA Website

The FPBGSA maintains a website (<https://www.fpbgsa.org/>) that provides the Agency's transparent, comprehensive Administrative Record of public input and additional information, including:

- Information about the Agency, the entities comprising the GSA (Ventura County, City of Fillmore, and UWCD), and its Board of Directors
- Notice of Board of Directors and other meetings
- Board of Directors Meeting materials, including agendas (provided in advance of Board Meetings), Board packets, minutes, and presentations
- SGMA information and resource documents
- Recorded presentations
- Technical reports
- Agency administrative documents (JPA, Bylaws, Budget, DWR Grant Application)
- Request for Public Records form
- Press releases
- Agency contact information (phone number and email form)

To support public awareness, the website will provide the following information:

- Stakeholder Workshop invitations and calendar
- A periodically updated list of frequently asked questions (FAQs) and answers
- Public input received at Stakeholder Workshops
- Stakeholder Workshop summaries
- Public Drafts of all SGMA required documents
- A portal for submitting public comment (text and/or document upload)

## Outreach at Meetings Held by Other Agencies and Organizations

In addition to the Stakeholder Workshops provided by the GSA for the purpose of GSP engagement, there are a number of meetings held by other agencies and organizations that provide opportunities for stakeholder outreach. FPBGA Board Directors will provide GSP updates and information at the meetings they attend as representatives of their respective constituencies. Such meetings attended by current Board Directors include but may not be limited to:

- **Ventura County Director**
  - Ventura County Board of Supervisors meetings
  - Santa Clara River Watershed Committee meetings
- **UWCD Director**
  - Ventura County Farm Bureau meetings
  - UCWD 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 Board meetings
  - Santa Clara River Watershed Committee
  - Santa Clara River Steelhead Coalition
  - Santa Clara River Environmental Groundwater Committee
  - Great Ventura County Groundwater Sustainability Agency Environmental Stakeholder Collaborative
  - California Non-Governmental Groundwater Collaborative
  - Ventura County Integrated Water Management Program Disadvantaged Community stakeholder outreach and education meetings (“WaterTalks” Meetings)
  - GSA Environmental Stakeholder Workshops
- **Piru Pumper Stakeholder Director**
  - Piru Basin Pumpers Association meetings

**Appendix E** provides a tool to assist in the documentation of outreach conducted at these meetings.

Other meetings that provide opportunities for outreach are:

- Piru Neighborhood Council meetings
- Santa Clarita Valley Water Agency monthly meetings with UWCD

## Emails and Mailings

The FPBGSA will send emails and mailings to stakeholders about upcoming Stakeholder Workshops and will provide general GSP updates. Emails will be sent to those on the stakeholder list, described above and shown in Appendix A.

GSP updates will also be provided within mailed UWCD invoices (twice per year, February and September/October) and GSA bills (twice per year, late February/early March and October/November).

## Social Media

The Agency maintains a FPBGSA Facebook page (<https://www.facebook.com/FPBGSA/>) with posts about upcoming meetings. The Agency will provide posts about upcoming Stakeholder Workshops. It will also investigate using Nextdoor as an additional social media platform.

## Local Media

The FPBGSA may choose to advertise upcoming Stakeholder Workshops in local newspapers, radio and TV stations, including the following:

- Newspapers:
  - Ventura County Star (contact: Darrin Peschka, [dpeschka@vcstar.com](mailto:dpeschka@vcstar.com), (805-437-0254)
  - Fillmore Gazette (contact: Tenea Golson, [info@fillmoregazette.com](mailto:info@fillmoregazette.com), 805-524-2481)
  - Santa Paula Times (contact: Peggy Kelly, [sptimesnewspaper@gmail.com](mailto:sptimesnewspaper@gmail.com), 805 525-1890)
  - Citizens Journal (online news journal, contact: [Editor@citizensjournal.us](mailto:Editor@citizensjournal.us))
- Radio stations
  - KCLU (contact: Lance Orozco, [kclunews@aol.com](mailto:kclunews@aol.com) (805) 493-3900)
  - KQRU – Santa Clarita (for inter-basin communication, contact: Santa Clarita Organization for Planning the Environment, [exec-scope@earthlink.net](mailto:exec-scope@earthlink.net), 661-255-6899)
  - KVTU – AM, local news (contact: Tom Spence, [tom@kvta.com](mailto:tom@kvta.com), studio: 805 650-1590, office: 805 289-1400)
- Television stations
  - Fillmore Access Television (Channel 10), community bulletin board: <https://www.fillmoreca.com/departments/media-services/fillmore-access-television>

The Agency may also prepare press release and communicate with journalists to support feature stories in local news media.

## Other Agencies' and Organizations' Communication Channels

The FPBGSA may request that the other organizations include information about the GSP and upcoming meetings in their newsletters and/or on their websites, including but not limited to:

- Farm Bureau of Ventura County newsletter (hard copy and email) (<http://www.farmbureauvc.com/>)
- Ventura County Coalition of Labor, Agriculture, and Business website (<http://colabvc.org/>)
- Santa Clara River Conservancy newsletter and website (<https://santaclarariver.org/>)
- Keep Sespe Wild newsletter and website (<http://www.sespewild.org/>, Editor Alasdair Coyne: [sespecoyne@gmail.com](mailto:sespecoyne@gmail.com))
- Los Padres Forest Watch newsletter and website (<https://lpfw.org/>)
- Environmental Coalition newsletter (contact: Andy Prokopow, [andy\\_prokopow@mail.com](mailto:andy_prokopow@mail.com), 805-642-4919)
- Ventura County Agricultural Association newsletter (<https://www.ventura.org/agricultural-commissioner/>)
- Chamber of Commerce website (<http://venturachamber.com/>)
- "Fillmore News...What's Happening Today?" Facebook page ([https://www.facebook.com/groups/235415826509708/?epa=SEARCH\\_BOX](https://www.facebook.com/groups/235415826509708/?epa=SEARCH_BOX))

## Key Messages

As the FPBGSA begins the process of reaching out to stakeholders to inform and engage them in groundwater management issues and items, it is critical that it share clear and consistent key messages to avoid confusion and misunderstanding. Key messages are as follows:

1. Preparing a GSP is **required** by SGMA.
2. SGMA allows for **local control** if the GSP is prepared within the specified timeline (by January 31, 2022).
3. The information obtained during this process will help us understand the Basins' sustainable yield and **empowers** us to manage and maintain the basins.
4. The GSP will increase **certainty** about the future sustainability of our ground water supply.
5. The FPBGSA is committed to an **open and transparent** GSP preparation process.

As described above, the FPBGSA has identified a set of Guiding Principles (posted on the Agency's website (<https://s29420.pcdn.co/wp-content/uploads/2019/11/2019-11-21-FPBGSA-Guiding-Principles-FINAL-Approved-on-11-21-19.pdf>)). These Principles identify additional messages about how the Agency intends to implement SGMA.

## Consideration and Use of Public Input

As described in this C&E Plan and to ensure consistency with SGMA Regulations (Section 354.10), the FPBGSA will conduct extensive and broad outreach efforts to engage and seek stakeholder input. To assure that this input is incorporated into the Board's decision-making, the Agency will conduct the following:

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 highlight public input received at each public meeting (questions and comments) in meeting minutes, which will be available on its website.
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.

## Evaluation and Assessment

The FPBGSA will evaluate the effectiveness of its outreach and engagement methods throughout the process and in particular following each Stakeholder Workshop. Among the factors to be considered are:

- How well was the workshop attended?
- How did workshop participants find out about the meeting?
- What topics were participants most interested in during the workshop?
- Were the presentations clear and effective in conveying the information needed by stakeholders to understand and take part in GSP development?
- Was there ample time for discussion, questions, and answers?
- Did participants have an opportunity to provide meaningful input?

**Appendix F** provides an evaluation form that the Agency may use to obtain participant feedback.

## Appendix A: Stakeholder List

The following table provides a list of Beneficial Users and potentially interested parties identified to date. This list will evolve during the GSP preparation process.

Beneficial User/Interested Party Category	Stakeholder Name
Beneficial User - public water system	Brownstone Mutual Water Company
Beneficial User - public water system	Citrus Mutual Water Company
Beneficial User - municipal well operator	City of Fillmore
Beneficial User – public water system	Community Mutual Water Company
Beneficial User – public water system	Fillmore Irrigation Company
Beneficial User – public water system	Goodenough Mutual Water Company
Beneficial User – public water system	Hardscrabble Mutual Water Company
Beneficial User – public water system	San Cayetano Mutual Water Company
Beneficial User – public water system	South Mountain Mutual Water Company
Beneficial User – public water system	Southside Improvement Company
Beneficial User – public water system	Storke Mutual Water Company
Beneficial Users – surface water users	Surface water users
Beneficial User – public water system	Timber Canyon Mutual Water Company
Beneficial User – public water system	Toland Road Water System
Beneficial User – public water system	Warring Water Service, Inc.
Beneficial User - public water system	United Water Conservation District
Beneficial Users - well owners, surface water users	UWCD rate payers
Public agency - agricultural	Agricultural Commissioner’s Office
Public agency - housing	Area Housing Authority
Association - water agencies	Association of Water Agencies (AWAVC)
Special district - cemetery	Bardsdale Cemetery District
Public agency - library	Blanchard Library
Non-profit - youth	Boys and Girls Club of Santa Clara Valley
Public agency - education	Briggs Elementary School District
Non-profit - housing	Cabrillo Economic Development Corporation
Public agency - environmental	California Department of Fish and Wildlife
Non-profit - environmental	CalTrout
Public agency - city	City of Santa Paula
Non-profit - environmental	Climate First Replacing Oil and Gas (CFROG)
Business - tourist attraction	Fillmore & Western Railway
Association - business	Fillmore Association of Businesses

## Appendix A: Stakeholder List (continued)

Public agency - fire protection	Fillmore Fire
Non-profit - fire protection	Fillmore Fire Foundation
Business - news media	Fillmore Gazette
Non-profit - historic museum	Fillmore Historical Museum
Public agency - library	Fillmore Library
Non-profit - community service	Fillmore Lions Club
Public agency - land use planning	Fillmore Planning Department
Public agency - police	Fillmore Police Department
Association - groundwater users	Fillmore Pumpers Association
Non-profit - community service	Fillmore Rotary Club
Public agency - public safety	Fillmore Search and Rescue
Public agency - education	Fillmore Unified School District
Other – interested individuals	Individuals who have signed up for the FPBGSA email list
Non-profit - environmental	Friends of the Santa Clara River
Non-profit - agricultural labor	House Farmworkers
Non-profit - environmental	Keep Sespe Wild
Non-profit - Latino community	League of United Latin American Citizens (LULAC) Santa Clara Valley
Union - labor	LiUNA! Southern California District Council of Laborer's
Non-profit - environmental	Los Padres Forest Watch
Non-profit - Latino community	LULAC District 17
Business - housing	Many Mansions
Public agency - education	Mupu Elementary School District
Public agency - environmental	National Marine Fisheries Service
Non-profit - teens	One Step a La Vez
Special district - cemetery	Piru Cemetery District
Non-profit - community	Piru Neighborhood Council
Association - groundwater users	Piru Pumpers Association
Public agency - education	Santa Clara Elementary School District
Non-profit - environmental	Santa Clara River Environmental Committee
Non-profit - environmental	Santa Clara River Steelhead Coalition
Public agency - environmental	Santa Clara River Watershed Committee
Non-profit - environmental	Santa Clara River Watershed Conservancy
Non-profit - health	Santa Clara Valley Hospice
Public agency – upstream GSA	Santa Clarita Valley Groundwater Sustainability Agency
Public transportation - transportation	Santa Paula Airport
Association - business	Santa Paula Chamber of Commerce
Non-profit - disaster preparedness	Santa Paula Citizen Corps



## Appendix A: Stakeholder List (continued)

Public agency - housing	Santa Paula Housing Authority
Non-profit - Latino community	Santa Paula Latino Townhall
Association - religious	Santa Paula Ministerial Association
Public agency - police	Santa Paula Police
Non-profit - community service	Santa Paula Rotary
Business - news media	Santa Paula Times
Public agency - education	Santa Paula Unified School District
Non-profit - environmental	Sierra Club Los Padres Chapter
Non-profit - community service	Soroptomist International of Fillmore
Non-profit - homelessness	Spirit of Santa Paula
Public agency - environmental	State Coastal Conservancy
Non-profit - environmental	Surfrider Foundation
California Native American tribe (no official tribal lands within the Basins)	The Barbareño/Ventureño Band of Mission Indians
Business - news media	The Mountain Enterprise
Non-profit - environmental	The Nature Conservancy
Public agency - education, research	UC Santa Barbara - Riparian Invasion Research Laboratory
Public agency - education	University of California Cooperative Extension
Non-profit - environmental	Ventura Audubon Society
Non-profit - environmental	Ventura Coastkeeper
Public agency - county	Ventura County
Non-profit - labor, agriculture	Ventura County Coalition of Labor, Agriculture and Business (CoLAB)
Public agency - education	Ventura County Community College District (VCCCD)
Association - economic	Ventura County Economic Development Association (VCEDA)
Association - agriculture	Ventura County Farm Bureau
Public agency - fire protection	Ventura County Fire Department (VCFD)
Public agency - land use planning	Ventura County Planning Division
Special district - environmental	Ventura County Resource Conservation District
Public agency - sheriff	Ventura County Sheriff's Office
Public agency - environmental	Watersheds Coalition of Ventura County
Non-profit – tribal, environmental	Wishtoyo Foundation

## Appendix B: Preliminary Stakeholder Workshop List and Schedule

The following list is preliminary and subject to change based on the project schedule, stakeholder feedback, and the Board's discretion.

- **SGMA 101 and Basin Setting – April 2, 2020, Veteran's Memorial Building, 250 Central Avenue, Fillmore, 6 pm – 8 pm**
  - SGMA 101
  - Hydrogeological Conditions
  - Model preparation - preliminary discussion about the need, value, and timing for the model
  - Budget update
- **Model and Water Budget – June/July 2020 (Location to be determined [TBD])**
  - Technical discussion of the model
  - Water budget
  - Budget update
- **Sustainable Management Criteria - August/September 2020** (possible separate meetings for each Basin) (Location TBD)
  - Sustainability goals
  - Undesirable results
  - Minimum thresholds
  - Measurable objectives
  - Budget update
- **Proposed Projects and Management Actions - October 2020** (possible separate meeting for each Basin) (Locations TBD)
  - Proposed Projects and Management Actions to be considered in the GSP
  - Budget update
- **Public Draft GSPs – June 2021** (separate meeting for each basin) (Locations TBD)
  - Review of Public Draft GSP
  - Budget update

## Appendix C: Stakeholder Workshop Outreach Tracking and Documentation Tool

Meeting Date/Location	Email-blast to Stakeholder List? when?	Mailings? When?	Flyer distributed at other meetings/events? Where and when?	Additional outreach and publicity (press release, ads, posting on other websites, notice in other newsletters)	Topics discussed at meeting	# of participants, interests represented	Evaluation, additional comments

## Appendix D: Venues for Stakeholder Workshops

Venue	Venue Contact	Room Capacity	Availability (days/hours)	Audiovisual Equipment, Internet Access/Wifi	Parking	Accessible?	Cost
<b>Veteran's Memorial Building</b> 511 2nd Street, Fillmore	Julie Latshaw, jlatshaw@ci.fillmore.ca.us	Ballroom - 500 Back room - 175	24/7	Pull down screen, no projector, no WiFi	Limited parking in the back of the building, street parking. High School parking lot across the street available during non-school hours	Yes (ramp is located in back of building)	Ballroom: \$125/2 hours, \$275/6 hours Back room: \$50/2 hours, \$250/6 hours
<b>Fillmore Adult Active Center</b> 533 Santa Clara Street, Fillmore	Julie Latshaw, jlatshaw@ci.fillmore.ca.us	200	Weekdays after 5 pm and weekends	No equipment or WiFi, can project onto back wall	On-site	Yes	No charge
<b>Piru Community Center</b> 802 Orchard Street, Piru	Ventura County Parks Reservation Center: 805-654-3951	Large room- 125 Small room - 65	8 am-10 pm, 7 days/week	No equipment or WiFi	On-site	Yes	Large room: \$250; Small room: \$125 Plus \$20 reservation fee and \$275 security deposit, On-site security mandatory for events after 6 pm

## Appendix D: Venues for Stakeholder Workshops (continued)

<b>Fillmore City Council Chamber</b> 250 Central Avenue, Fillmore	Julie Latshaw, jlatshaw@ci.fillmore.ca.us	Varies depending on layout (dais not conducive for community meetings)	Varies	Must use own equipment; screen on the wall	Behind the building and street parking	Yes	No charge
-------------------------------------------------------------------------	----------------------------------------------	------------------------------------------------------------------------	--------	--------------------------------------------	----------------------------------------	-----	-----------

## Appendix E: FPBGSA Board Director Outreach Documentation Tool

Agency/Organization	Meeting Date, Location	Stakeholder interests represented at meeting	GSP information shared/topic discussed	Notes/Comments

## Appendix F: Stakeholder Workshop Evaluation Form

### Fillmore Piru Basins Groundwater Sustainability Agency Groundwater Sustainability Plan Stakeholder Workshop Evaluation

**Workshop Date:** \_\_\_\_\_

Please answer the following questions about today's program by circling the appropriate number.

	Excellent	Good	Average	Poor	Very Poor	N/A No Opinion
	(5)	(4)	(3)	(2)	(1)	(0)
1. What is your overall rating of today's program?	5	4	3	2	1	0
2. Rate the usefulness to you of the information in today's program	5	4	3	2	1	0
3. Rate how clearly the material was presented	5	4	3	2	1	0
4. Rate the opportunity provided to ask questions, discuss concerns, and provide input to the GSP	5	4	3	2	1	0
5. Rate the location and accessibility of today's program	5	4	3	2	1	0
6. Rate the length of today's program	5	4	3	2	1	0

#### ADDITIONAL QUESTIONS AND SPACE FOR COMMENTS ON REVERSE SIDE

**Contact Information (OPTIONAL):**

Name: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

## Appendix F: Stakeholder Workshop Evaluation Form (continued)

7. How did you hear about this meeting?

8. What information did you find to be most useful?

9. What additional information or presentations would be useful and interesting to you? *(Please provide your phone number and/or email address if you would like the Agency to contact you regarding this information.)*

10. What suggestions do you have to improve these meetings?

11. Please include any additional comments that you have regarding the event: