

Excerpts from California Water Code
Pertaining to Stakeholder Engagement

10723.2.

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, including farmers, ranchers, and dairy professionals.
 - (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.

(Amended by Stats. 2017, Ch. 67, Sec. 1. (AB 321) Effective January 1, 2018.)

10723.4.

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.

(Added by Stats. 2014, Ch. 346, Sec. 3. (SB 1168) Effective January 1, 2015.)

10723.8.

- (a) Within 30 days of deciding to become or form a groundwater sustainability agency, the local agency or combination of local agencies shall inform the department of its decision and its intent to undertake sustainable groundwater management. The notification shall include the following information, as applicable:
 - (1) The service area boundaries, the boundaries of the basin or portion of the basin the agency intends to manage pursuant to this part, and the other agencies managing or proposing to manage groundwater within the basin.
 - (2) A copy of the resolution forming the new agency.
 - (3) A copy of any new bylaws, ordinances, or new authorities adopted by the local agency.
 - (4) A list of interested parties developed pursuant to Section 10723.2 and an explanation of how their interests will be considered in the development and operation of the groundwater sustainability agency and the development and implementation of the agency's sustainability plan.

(b) The department shall post all complete notices received under this section on its Internet Web site within 15 days of receipt.

(c) The decision to become a groundwater sustainability agency shall take effect 90 days after the department posts notice under subdivision (b) if no other local agency submits a notification under subdivision (a) of its intent to undertake groundwater management in all or a portion of the same area. If another notification is filed within the 90-day period, the decision shall not take effect unless the other notification is withdrawn or modified to eliminate any overlap in the areas proposed to be managed. The local agencies shall seek to reach agreement to allow prompt designation of a groundwater sustainability agency. If agreement is reached involving a material change from the information in the posted notice, a new notification shall be submitted under subdivision (a) and the department shall post notice under subdivision (b).

(d) Except as provided in subdivisions (e) and (f), after the decision to be a groundwater sustainability agency takes effect, the groundwater sustainability agency shall be presumed to be the exclusive groundwater sustainability agency within the area of the basin within the service area of the local agency that the local agency is managing as described in the notice.

(e) A groundwater sustainability agency may withdraw from managing a basin by notifying the department in writing of its intent to withdraw.

(f) This section does not preclude the board from taking an action pursuant to Section 10735.6.

(Amended by Stats. 2015, Ch. 255, Sec. 8. (SB 13) Effective January 1, 2016.)

10727.8.

(a) Prior to initiating the development of a groundwater sustainability plan, the groundwater sustainability agency shall make available to the public and the department a written statement describing the manner in which interested parties may participate in the development and implementation of the groundwater sustainability plan. The groundwater sustainability agency shall provide the written statement to the legislative body of any city, county, or city and county located within the geographic area to be covered by the plan. The groundwater sustainability agency may appoint and consult with an advisory committee consisting of interested parties for the purposes of developing and implementing a groundwater sustainability plan. The groundwater sustainability agency shall encourage the active involvement of diverse social, cultural, and economic elements of the population within the groundwater basin prior to and during the development and implementation of the groundwater sustainability plan. If the geographic area to be covered by the plan includes a public water system regulated by the Public Utilities Commission, the groundwater sustainability agency shall provide the written statement to the commission.

(b) For purposes of this section, interested parties include 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.

(Amended by Stats. 2015, Ch. 666, Sec. 5. (AB 617) Effective January 1, 2016.)



California Department of Water Resources
Sustainable Groundwater Management Program

June 2017

DRAFT

Guidance Document for
Groundwater Sustainability Plan

Stakeholder Communication and Engagement



Guidance Document for Groundwater Sustainability Plan Stakeholder Communication and Engagement

June 2017 **DRAFT**

The objective of this guidance document is to provide Groundwater Sustainability Agencies (GSAs) information to aid with stakeholder communication and engagement for Groundwater Sustainability Plan (GSP) preparation and to provide examples and existing resources related to public engagement and effective communication for Sustainable Groundwater Management Act (SGMA) implementation.

Limitation and use of this guidance information

This guidance document is not intended to prescribe specific outreach and communications methods for GSAs or local agencies to follow, but to provide resources and various examples for consideration. This guidance document also summarizes the public notification requirements that GSAs must adhere to in order to comply with SGMA and the GSP regulations. Other than what is required by statute or regulation, GSAs have discretion on how they communicate and engage with the beneficial uses and users of groundwater within a basin.



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DWR Region Offices

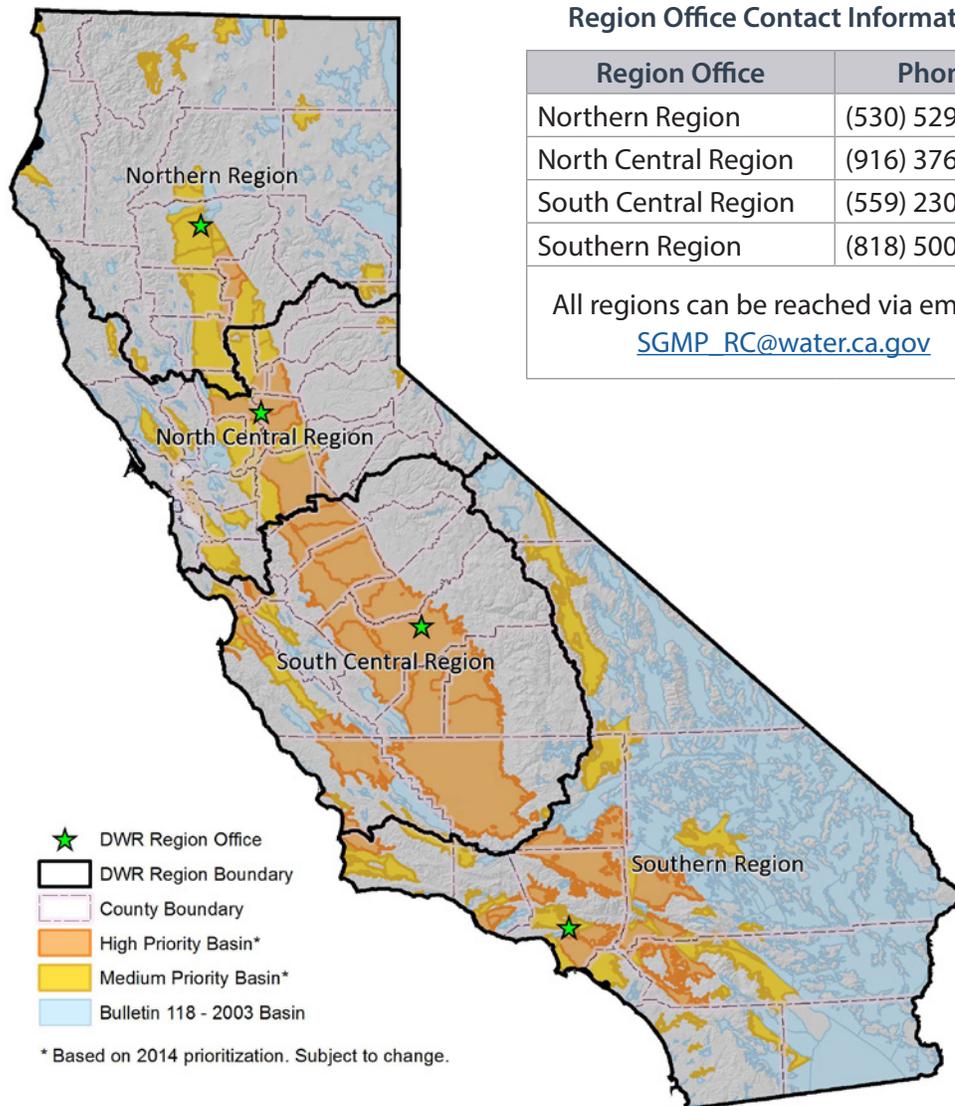
The California Department of Water Resources (DWR) provides a variety of SGMA-related resources to assist water management groups and the public. Four region offices are strategically located across the state.

Region Coordinators serve as primary points of contact for communication and outreach with local stakeholders.

Region Office Contact Information

Region Office	Phone
Northern Region	(530) 529-7300
North Central Region	(916) 376-9600
South Central Region	(559) 230-3300
Southern Region	(818) 500-1645

All regions can be reached via email at SGMP_RC@water.ca.gov



Section 1

Overview

The legislative intent of the historic 2014 Sustainable Groundwater Management Act (SGMA) is for groundwater to be managed sustainably in California's groundwater basins by local public agencies and newly-formed Groundwater Sustainability Agencies (GSAs).

In the basins designated by the Department of Water Resources (DWR) as medium and high priority, local public agencies and GSAs are required to develop and implement groundwater sustainability plans (GSPs) or alternatives to GSPs (Alternatives).

Under the requirements of SGMA, GSAs must consider interests of all beneficial uses and users of groundwater. As a result, the GSP development needs to consider affects to other stakeholder groups in or around the groundwater basin with overlapping interests. These interests include, but are not limited to, holders of overlying groundwater rights (including agriculture users and domestic well owners), public water systems, local land use planning agencies, environmental users, surface water users, federal government, California Native American tribes, and disadvantaged communities (Water Code 10723.2).

Furthermore, the GSP Regulations require that GSAs document in a communication section of the GSP the opportunities for public engagement and active involvement of diverse social, cultural, and economic elements of the population within the basin.

As GSAs begin to meet to develop a GSP, common questions, such as the ones below, are considered regarding stakeholder communication and engagement.

How can a GSA effectively communicate and engage with multiple and varied audiences?

This document helps GSAs determine who their audiences are (stakeholders, organizations, local agencies) that they need to engage with and provides guidance to better understand their issues and interests.

What are methods and tools for communications and engagement?

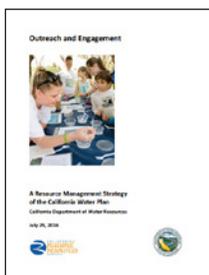
This document provides links to methods and tools that can be modified and used to reach and communicate with targeted audiences. Not all of the tools will be applicable to all GSAs, but they are presented as examples of effective ways to engage.

How can a GSA conduct meaningful engagement to develop a GSP?

This document gives GSAs a step-by-step example of how to communicate and engage with stakeholder groups. In addition to following the procedure requirements for public notice, meaningful engagement is to integrate stakeholders throughout the development of a GSP and allow active participation in the decision-making process. The benefits of meaningful engagement are improved outcomes, optimized resources, broad support, and reduced conflict.

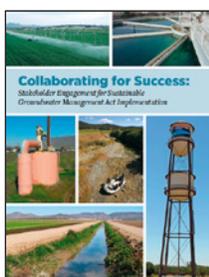
Published Resources

There are several published documents that either directly or indirectly address best practices or statutory requirements for stakeholder engagement. In addition to the information in this guidance document, these documents may be useful for GSAs while developing a Communication and Engagement (C&E) Plan or other outreach programs.



Outreach and Engagement: A Resource Management Strategy for the California Water Plan, California Department of Water Resources
The California Water Plan provides a broad set of Resource Management

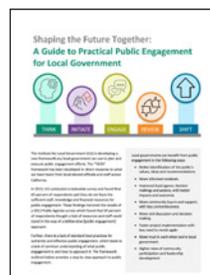
Strategies (RMSs) that can help local agencies and governments (and GSAs) manage their water and related resources. While not specific to SGMA, the Outreach and Engagement RMS directly addresses water management in California and discusses tools and practices by water agencies to facilitate contributions by public individuals and groups toward good water management outcomes.
http://www.water.ca.gov/waterplan/docs/rms/2016/28_Outreach_Engagement_July2016.pdf



Collaborating for Success: Stakeholder Engagement for Sustainable Groundwater Management Act Implementation, Community Water Center

Prepared by the Community Water Center in July 2015,

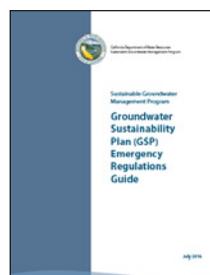
the intent of this report is to convey the value of stakeholder engagement to sustainable groundwater management. The report outlines the statutory requirements for stakeholder engagement in SGMA, gives examples of best practices and examples of collaborative management from around the state, and provides a recommended roadmap for effective stakeholder engagement drawn specifically for SGMA implementation.
http://www.cleanwateraction.org/files/publications/ca/SGMA_Stakeholder_Engagement_White_Paper.pdf



Inclusive Public Engagement, Institute for Local Government (ILG)

This report offers tip sheets and resources to effectively and successfully plan and implement successful engagement strategies. Whether it's

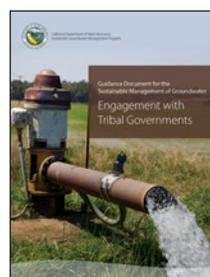
supporting and connecting with local leadership programs as a pipeline to engage specific populations, or partnering with local community-based organizations to reach beyond the small slice of the public that most frequently attends meetings, ILG's inclusive public engagement resources will offer perspective to any planning process.
<http://www.ca-ilg.org/inclusive-public-engagement>



Groundwater Sustainability Plan (GSP) Emergency Regulations Guide, California Department of Water Resources

This guide (published July 2016) includes information to aid with the understanding of the GSP Emergency Regulations.

It explains the fundamental concepts of the regulations and contains information directly relevant to the regulations through four general phases of development and implementation.
http://www.water.ca.gov/groundwater/sgm/pdfs/GSP_Final_Regs_Guidebook.pdf



Engagement with Tribal Governments Guidance Document (Draft), California Department of Water Resources

DWR's Engagement with Tribal Governments document is to help local agencies engage with a Tribal government in the

planning, financing, and management of a GSA, or with the development or implementation of a GSP.

Section 2

About Public Engagement

What is Public Engagement?

As defined by the Center for Advances in Public Engagement:

Public engagement is a process that brings people together to address issues of common importance, to solve shared problems, and to bring about positive social change.

Effective public engagement invites citizens to get involved in deliberation, dialogue, and action on public issues that they care about. It helps leaders and decision makers better understand the perspectives, opinions, and concerns of citizens and stakeholders.

When done well, public engagement goes far beyond the usual participants to include those members of the community whose voices have traditionally been left out of political and policy debates.

Public Engagement Benefits

- **Helps** people weigh a variety of perspectives and listen to each other's views.
- **Builds** common understanding, manages differences, and establishes direction for moving ahead on tough issues.
- **Builds** trust and improves communication between the public and leaders.
- **Creates** new opportunities for citizens to become involved in public problem solving and decision making.

Build Public Engagement for Regional Sustainability

Many areas have public engagement efforts already in place for other water management efforts such as Integrated Regional Water Management Plans and Groundwater Management Plans. Use these existing stakeholder connections as you begin your SGMA-related communication and engagement efforts. Collectively, all water management plans work with a shared interest toward the ultimate goal of regional sustainability.

Levels of Engagement

It is important that stakeholders understand the role they are invited to play in a public engagement program. This will help provide clarity to the process and help avoid misunderstandings. Stakeholder roles may naturally evolve over the period that they are engaged in a public process, and as transition occurs, it is wise to redefine these roles. When an advisory committee or partnership between public agencies is established, it is helpful to develop a charter or other memo of understanding that describes the roles and responsibilities of all involved.

Figure 1 is a summary of the levels of public engagement that comes from the International Association of Public Participation.

	INCREASING LEVEL OF PUBLIC IMPACT				
	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> • Fact sheets • Web sites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decision

Figure 1. International Association of Public Participation (IAP2) Spectrum of Public Participation

Section 3

Developing Your Communication & Engagement Plan

Stakeholder engagement can allow agencies to leverage networks and resources to their advantage and can provide a means whereby agencies can capitalize on local knowledge, including the expertise, resources, and capacity of individual stakeholders.

— Collaborating for Success: Stakeholder Engagement for Sustainable Groundwater Management Act Implementation, Community Water Center

There are four phases of SGMA implementation as illustrated in the diagram on pages 12 and 13. The statutory requirements for engagement are summarized for each phase. The other relevant sections of the Water Code and GSP Regulations are also provided for reference.

Phase 1 (GSA formation and coordination) is required to be completed by June 30, 2017 per SGMA. Although GSA formation and coordination is still underway, there is evidence that the process has helped start relationship building and shared understanding with stakeholders. As GSAs move forward to Phase 2 (GSP preparation and submission), successful communication and engagement (C&E) with stakeholders will require up-front resource commitments and planning.

GSP Regulations (Section 354.10) require a communication section to include the following:

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 will assess, as part of GSP Regulations Section 355.4, whether the interests of the beneficial uses and users of groundwater in the basin, as well as the land uses and property interests potentially affected by the use of groundwater in the basin, have been considered. DWR will take into account comments made in accordance with GSP Regulations Section 353.8 when determining whether or not interests within the basin have been considered in the development and operation of the GSA and the development and implementation of the GSP.

The following guidance for the C&E Plan is adaptable for basin-wide application. In instances where there are multiple GSAs covering a basin, GSAs should coordinate with each other to ensure that all stakeholders are targeted for outreach and are informed through the process of other SGMA implementation efforts within the basin that may affect them.

Communication & Engagement Plan Steps

Developing a C&E Plan consists of seven general steps. These steps are illustrated in Figure 2 and explained in further detail below.

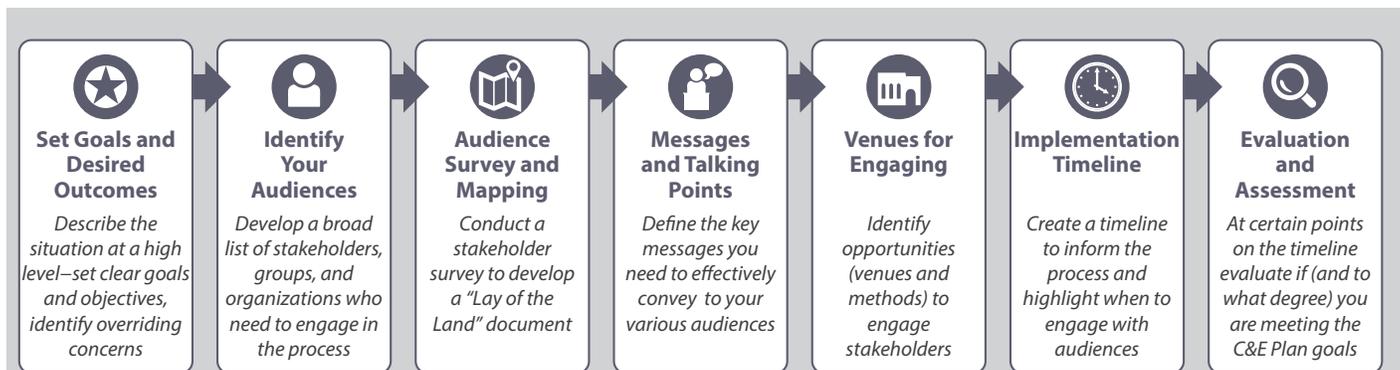


Figure 2. Communication and Engagement Plan Steps



Set Goals and Desired Outcomes

Start by providing a description and background of your GSA and explain the intent of this C&E Plan is to support the development of your GSP. Then define in simple terms the challenge, regulatory requirement, or opportunity, and the desired outcome.

Answer these questions:

- What are we trying to accomplish?
- How will we know if we are successful?
- What are the challenges or barriers?
- What are the opportunities?
- What is the timeframe?
- When will public input be relevant?
- How will public input be used?



Identify Your Audiences

Identify the many audience groups you expect to engage with or inform at any stage of the GSP process.

Answer these questions when making your list:

- Who has a financial, political, business, or personal stake in this issue? (*i.e. organizational mission, regulatory role, land ownership, etc.*)
- What organization, agency, or individual must be involved in the GSP process for it to proceed? (*Due to organizational mission, regulatory role, landownership, etc.*)
- What organizations, agencies, or individuals are likely to have an interest in this effort, or be impacted by the development of your GSP? (*Due to organizational mission, or established interest in subject matter.*)

Use the following chart to stimulate brainstorming about who should be invited to engage in your GSP development.

Stakeholder Engagement Chart for GSP Development

Category of Interest	Examples of Stakeholder Groups	Engagement purpose
General Public	<ul style="list-style-type: none"> • Citizens groups • Community leader 	Inform to improve public awareness of sustainable groundwater management
Land Use	<ul style="list-style-type: none"> • Municipalities (City, County planning departments) • Regional land use agencies 	Consult and involve to ensure land use policies are supporting GSPs
Private users	<ul style="list-style-type: none"> • Private pumpers • Domestic users • Schools and colleges • Hospitals 	Inform and involve to avoid negative impact to these users
Urban/ Agriculture users	<ul style="list-style-type: none"> • Water agencies • Irrigation districts • Municipal water companies • Resource conservation districts • Farmers/Farm Bureaus 	Collaborate to ensure sustainable management of groundwater
Industrial users	<ul style="list-style-type: none"> • Commercial and industrial self-supplier • Local trade association or group 	Inform and involve to avoid negative impact to these users
Environmental and Ecosystem	<ul style="list-style-type: none"> • Federal and State agencies (Fish and Wildlife) • Wetland managers • Environmental groups 	Inform and involve to sustain a vital ecosystem
Economic Development	<ul style="list-style-type: none"> • Chambers of commerce • Business groups/associations • Elected officials (Board of Supervisors, City Council members) • State Assembly members • State Senators 	Inform and involve to support a stable economy
Human right to water	<ul style="list-style-type: none"> • Disadvantaged Communities • Small community systems • Environmental Justice Groups 	Inform and involve to provide a safe and secure groundwater supplies to DACs
Tribes	<ul style="list-style-type: none"> • Tribal Government 	Inform, involve and consult with tribal government (See Engagement with Tribal Governments Guidance Document)
Federal lands	<ul style="list-style-type: none"> • Military bases/Department of Defense • Forest service • National Park Services • Bureau of Land Management 	Inform, involve and collaborate to ensure basin sustainability
Integrated Water Management	<ul style="list-style-type: none"> • Regional water management groups (IRWM regions) • Flood agencies • Recycled water coalition 	Inform, involve and collaborate to improve regional sustainability



Audience Survey and Mapping

Contact each stakeholder organization to learn more about them, describe the project, and invite them to engage in the process. Prepare for your first meeting with project background, necessary maps, and a stakeholder survey. Also be prepared to convene a follow up meeting within a week or two, to answer questions that come up during this meeting.

Develop a set of questions to use in a one-on-one meeting with a stakeholder group. This meeting will give you answers to help you understand stakeholder interests, issues, and challenges.

An example of a **stakeholder survey** can be downloaded from the online [digital toolkit](#).

Examples of questions in a survey include:

- Are you familiar with SGMA regulations?
- Are you currently engaged in activities or discussions regarding groundwater management in this region?
- Do you own, manage, or operate land in this basin?
- Do you manage water resources? If yes, what is your role?

Using the information gathered during your meetings with stakeholder organizations, create a stakeholder mapping grid by doing a “Lay of the Land” exercise. The exercise will chart all of the stakeholder groups you decide are important to the public engagement program and list known issues, interests, challenges, preferred methods of communication, and strategies and roles for engagement.

A “**Lay of the Land**” exercise example can be downloaded from the online [digital toolkit](#).

Examples of information included in the “Lay of the Land” exercise include:

- | | |
|--|----------------------------------|
| • Types of stakeholders | • Key documented issues |
| • Stakeholder key interests related to groundwater | • Stakeholder levels of interest |



Messages & Talking Points

Define the key messages you need to effectively convey to your various audiences. Key messages should be three overriding messages that explain the goals and outcomes for development of the GSP.

- **Key message 1:** Concise explanation of the goal of the C&E Plan, to support the development of a successful GSP
- **Key message 2:** The GSA is committed to working with identified stakeholders using an open and transparent communication and engagement process
- **Key message 3:** The overall GSP will be more successful with an engaged group of stakeholders providing useful information

It would also be helpful to develop a set of talking points that can be used by members of your GSA when speaking to specific stakeholder groups or audiences. These talking points can also be customized to a specific group.

Another useful tool is a Q&A document that contains likely questions or responses you anticipate from stakeholder groups based on the issues, challenges, and interests you discovered in the mapping exercise.



Venues for Engaging

You must decide on the scale of the public engagement necessary to achieve the goals and objectives of the C&E Plan. This will help you determine the best venue for your messages to be heard. It is important to regularly provide feedback and updates to the people and stakeholder groups who provide input to the GSP through public convenings. Invite the public to meetings at key milestones to learn and contribute input.

Convenings

- Community issue-specific or location-specific advisory committees
- Small group briefings or workshops at key milestones to learn and contribute input

Presentations

- Presentations by lead public agencies to small or large groups at scheduled events
- Presentations by lead public agencies to elected officials at publicly noticed meetings

Digital

- Public-facing website or webpage, regularly updated and easily accessible
- Online resources, posted for interactive or non-interactive uses
- Regular updates shared via social media, email, or newsletters

Community, regional, and social media

- Submit/post regular updates to media that promote opportunities for public engagement
- Submit/post regular updates to media that provide information about how public input is being used, project status, and next opportunities for engagement



Inform Your Stakeholders

- Invest in signs and banners to announce meetings
- Hand out fliers at key public locations to reach the general public
- Personally call stakeholder groups
- Mail and email meeting announcements
- Post on social media pages

Groundwater Sustainability Agency Stakeholder Meeting, April 2017

Professional Facilitators

Many public agencies find it helpful to engage the services of a professional facilitator to guide discussions and decision-making between partnering agencies and other interested parties.

Professional facilitators, with deep expertise in mediation, negotiation, and consensus building, help broker agreements in tough natural resources disputes. Professional facilitators actively manage a process to support stakeholders' desired outcomes. They work closely with all stakeholders to design an effective process, manage meetings, seek input between meetings, and strategize throughout to deliver widely supported decisions.



Implementation Timeline

Now that you've identified your audiences, your key messages, and where and when to engage with them, you'll need to create a timeline for your C&E Plan. Don't confuse this with an implementation timeline for your GSP. The C&E timeline tracks communication and engagement activities and tactics.

Here is a list of common C&E tactics to include in a timeline:

- Website launch
- When to send email or other digital communication
- Media outreach activities
- Public meetings



Evaluation and Assessment

At various points along the implementation timeline, stop and assess how well you are performing against your goals and objectives. You can redirect resources, update strategies, or introduce new tactics.

The following questions as listed in the [Collaborating for Success report](#) are useful metrics for evaluation. Surveys and interviews are good tools to obtain feedback.

- Are stakeholders educated about the GSP development process and their own role?
- Is the timeline for implementation of the GSP clear?
- Has the GSA received positive press coverage?
- Do diverse stakeholders feel included?
- Have there been behavior changes related to the program goals? Or improved trust/relationships among participants?

Sample C&E Plan Outline

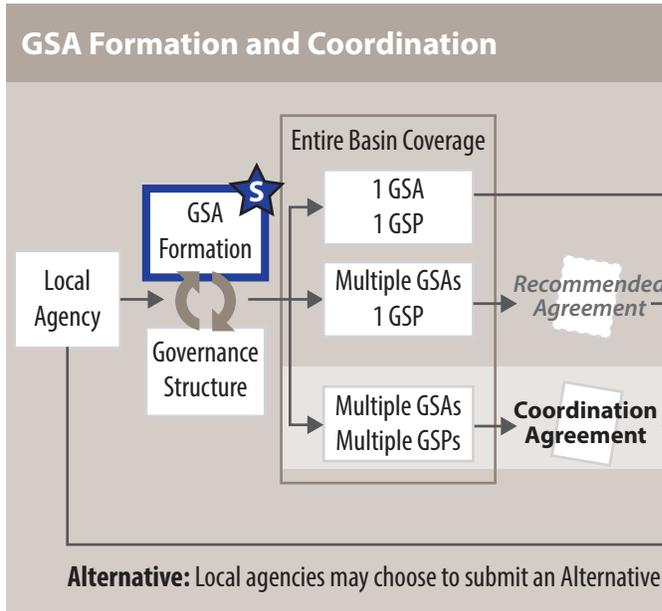
This example outline is a tool for GSAs to create common understanding and transparency throughout the GSP preparation and submission process. This process should be tailored to the basins and stakeholder needs. Documentation of the engagement and outreach by GSAs is important for Phase 3 (GSP review and evaluation). GSAs could evaluate the successes and learn from the stakeholder feedback to make necessary adjustments in order to achieve their goals.

Sample C&E Plan Outline

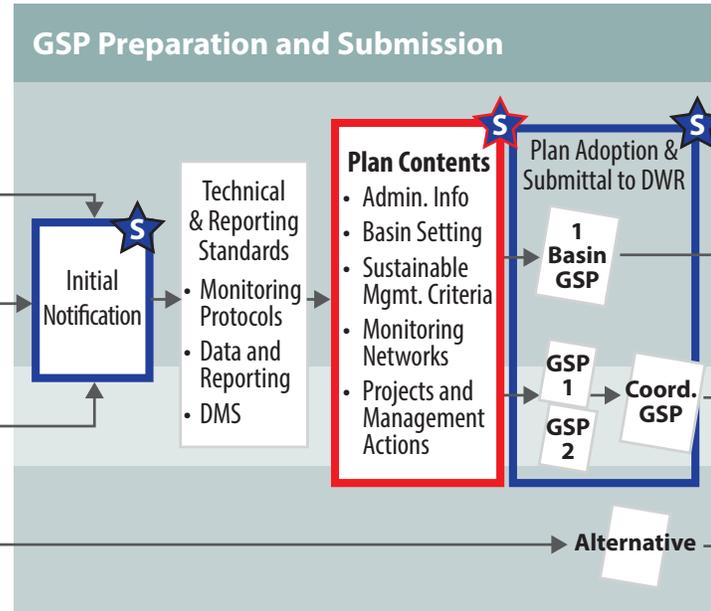
1. **Set Goals and Desired Outcomes**
Describe the situation at a high level.
 - a. Description and background of the GSA and subsequent GSP
 - i. Explanation of your GSA's decision-making process
 - b. Goal/desired outcomes of GSP development
 - c. Communication objectives to support the GSP
 - d. Overriding concerns, major concerns or challenges
2. **Identify Your Audiences**
See example provided in [digital toolkit](#).
 - a. List the primary and secondary stakeholder groups, community organizations or others who are concerned about the GSA/GSP and how each group will engage with the development of the GSP
3. **Audience survey and mapping**
See example provided in [digital toolkit](#).
 - a. Meet one on one with stakeholders and ask them a set of questions to help find out their issues, interests and challenges
 - b. Compile a "Lay of the Land" document of your primary audiences to identify how to engage with them, what to say, and how to say it
4. **Messages and Talking Points**
Define the key messages you need to effectively convey to your various audiences
 - a. Key messages: Three overriding messages that explain the goals and outcomes for development of the GSP
 - b. Talking points/Q&A: Anticipating likely questions or issues will support effective engagement with audiences
 - c. Likely questions or issues and responses
5. **Venues for Engaging**
Identify the opportunities – venues or methods – to engage stakeholders.
 - a. Depending on the level of engagement, you'll want to determine the venue and how to deliver your key messages
 - b. Determine how you will invite, inform, and follow up with stakeholders
6. **Implementation Timeline**
List the milestones and stakeholder engagement opportunities throughout the GSP development process.
 - a. C&E Plan and GSP milestones
 - i. Refer to the Stakeholder Engagement by Phase graphic for required engagement milestones
 - b. Supporting tactics: Include tactics or tools you will use to communicate your messages and resources available to support
 - i. Website launch
 - ii. When to send email or other digital communication
 - iii. Media outreach activities
 - iv. Community meetings
7. **Evaluation and Assessment**
Assess at various points during Implementation to evaluate how your plan is performing against your goals and objectives.
 - a. What worked well?
 - b. What didn't work as planned?
 - c. Meeting recaps with next steps
 - d. Lessons learned
 - e. Budget analysis

Stakeholder Engagement Requirements by Phase

Phase 1: 2015–2017



Phase 2: 2017–2022



Phase 1 Engagement Requirements

- **Establish and Maintain List of Interested Parties** §10723.4
- **GSA Formation Public Notice** §10723(b)
- **GSA Formation Public Hearing** §10723(b)
- **GSA Formation (due 6/30/17)** §10723(b)
- Notify DWR:
 - › Include list of interested parties
 - › Explain how parties' interests will be considered
- **Pre-GSP Development** §10727.8
- Provide a written statement describing how interested parties may participate to:
 - › DWR
 - › Cities within the GSA boundary
 - › Counties within the GSA boundary

Phase 2 Engagement Requirements

- **GSP Initial Notification** §353.6*
- **GSP Preparation** §10727.8 and §10723.2
 - › Encourage active involvement
 - › Consider beneficial uses and users of groundwater when describing *Undesirable Results, Minimum Thresholds, and Projects & Actions*
- **GSP Communications Section** §354.10*
 - › GSA decision-making process
 - › Opportunities for engagement and how public input is used
 - › How GSA encourages active involvement
 - › Method of informing the public
- **Public Notice of Proposed Adoption** §10728.4
- **GSP Adoption Public Hearing** §10728.4
- **GSP Submittal** §354.10*
 - › Include a summary of communications: description of beneficial uses/users, list of public meetings, comments received/responses

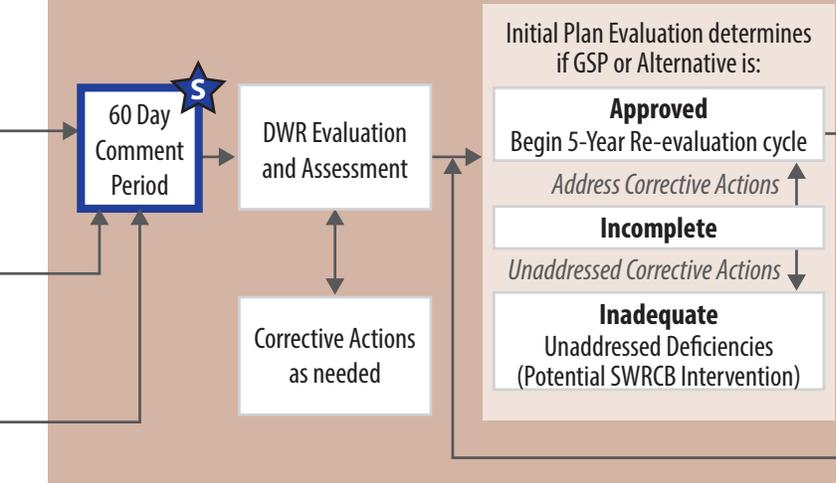
 Stakeholder Input

 Stakeholders should be informed throughout the development of Plan Content

Code References: §(#) = SGMA, §(#) *= GSP Regulations

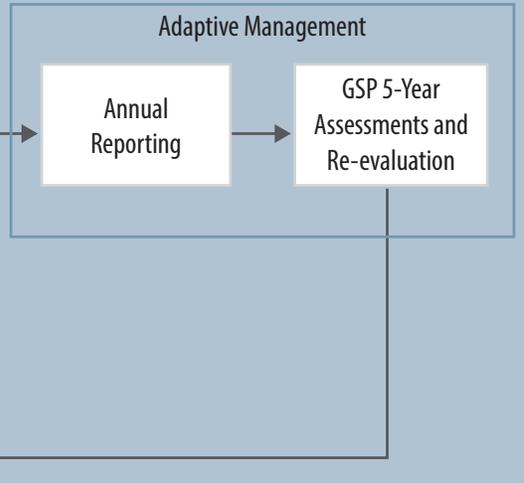
Phase 3: 2018+

GSP Review and Evaluation



Phase 4: 2022+

Implementation and Reporting



Phase 3 Engagement Requirements

- **60 Day Comment Period** §353.8*
 - › Any person may provide comments to DWR regarding a proposed or adopted GSP via the SGMA Portal at <http://sgma.water.ca.gov/portal/>
 - › Comments will be posted to DWR’s website

Phase 4 Engagement Requirements

- **Public Notices and Meetings** §10730
 - › Before amending a GSP
 - › Prior to imposing or increasing a fee
- **Encourage Active Involvement** §10727.8

Engagement Requirements Applicable to ALL PHASES

- **Beneficial Uses and Users** §10723.2
Consider interests of all beneficial uses and users of groundwater
- **Advisory Committee** §10727.8
GSA may appoint and consult with an advisory committee
- **Public Notices and Meetings** §10730
 - › Before electing to be a GSA
 - › Before adopting or amending a GSP
 - › Prior to imposing or increasing a fee
- **Encourage Active Involvement** §10727.8
Encourage the active involvement of diverse social, cultural, and economic elements of the population within the groundwater basin
- **Native American Tribes** §10720.3
 - › May voluntarily agree to participate
 - › See Engagement with Tribal Government Guidance Document
- **Federal Government** §10720.3
 - › May voluntarily agree to participate

Section 4

Engagement Methods & Tools

Stakeholder Communication and Engagement Digital Toolkit

A set of tools and examples are available for the purposes of SGMA outreach at DWR's Sustainable Groundwater Management website. The examples may be downloaded, modified, and tailored to specific needs and audiences. Not all tools and examples may be applicable to all GSAs.

Find the toolkit at: http://www.water.ca.gov/groundwater/sgm/digital_toolkit.cfm

The screenshot shows the California Department of Water Resources website. The header includes the CA.GOV logo, the text 'CALIFORNIA DEPARTMENT OF WATER RESOURCES', and navigation links for HOME, NEWSROOM & EVENTS, ISSUES, and ABOUT US. A search bar and location selector (DWR, California) are also present. The main content area features a banner for 'SGM Sustainable Groundwater Management' with a background image of a water pump. Below the banner, the title 'Stakeholder Communication and Engagement Digital Toolkit' is displayed. The text explains that the toolkit provides tools and templates for SGMA outreach. It lists 'Guidance Document Resources' including a C&E Plan Outline and Stakeholder Engagement Requirements by Phase. A 'Templates' section includes a Stakeholder Engagement Chart for Identifying GSP Audiences. A right-hand sidebar titled 'GROUNDWATER HOME' lists various resources such as Adjudicated Basin Reporting, Alternative Submittals, Basin Boundary Modifications, Best Management Practices, and more.

Figure 3. Stakeholder and Engagement Toolkit

Section 5

Additional Resources

Ask Your DWR Regional Coordinator

DWR has knowledgeable staff available at the four region offices located across the State and Sacramento. DWR's Regional Coordinators are available to answer questions and provide available assistance and resources. The Regional Coordinators can answer SGMA related questions, provide educational presentations, discuss facilitation support services, and put you in contact with SGMA program contacts and other State and federal agencies.

DWR Regional Coordinators can be reached via email at SGMP_RC@water.ca.gov.

Integrated Regional Water Management

Integrated Regional Water Management (IRWM) is a collaborative effort to identify and implement water management solutions on a regional scale that increase regional self-reliance, reduce conflict, and manage water to concurrently achieve social, environmental, and economic objectives. DWR, through the IRWM grant program, worked with 49 IRWM regions to coordinate regional water management activities and implemented multi-benefit projects with local agencies. Stakeholder communication and engagement plays a key role in the successes of the IRWM. Information about these activities is available at:

<http://www.water.ca.gov/irwm/>

Other Agency Information

State Water Resources Control Board

In areas where groundwater users and local agencies are unable or unwilling to sustainably manage their groundwater, SGMA authorizes State Water Resources Control Board (State Board) intervention.

http://www.waterboards.ca.gov/water_issues/programs/gmp/about.shtml#info

Contact Email: groundwater_management@waterboards.ca.gov T: (916) 650-0474

California Department of Fish and Wildlife Groundwater Program

CDFW developed a Groundwater Program to ensure fish and wildlife resources reliant upon groundwater are addressed in GSPs and that CDFW remains in compliance with regulatory requirements.

<https://www.wildlife.ca.gov/Conservation/Watersheds/Groundwater>

Federal Agencies

GSAs can locate federal lands under various federal government jurisdiction (i.e. Bureau of Indian Affairs, Bureau of Land Management, National Parks Service, Department of Defense, Fish and Wildlife Services) from the Water Management Planning Tool under the Federal Lands layer.

<https://gis.water.ca.gov/app/boundaries/>



California Department of Water Resources
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P.O. Box 942836
Sacramento, CA 94236-0001

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