

AGENDA
Petaluma Valley Groundwater Sustainability Agency
Advisory Committee Meeting

Date/time: November 21st, 2017 | 5:30 p.m. – 7:30 p.m.

Meeting Location: Petaluma Community Center, 320 N. McDowell Blvd. Petaluma

Contact: Valerie Minton Quinto, Interim GSA Administrator

Email: vminton@sonomarc.org | Phone: 707.569.1448 x102

| Time | Agenda Item | Materials |
|-------------|---|---|
| 5:30 | Welcome, Introductions and Agenda Review <i>Facilitator Rich Wilson, Center for Collaborative Policy</i> | Agenda Summary of last meeting |
| 5:35 | General Public Comment Public Comment on matters not on the agenda and within the jurisdictions of the Advisory Committee. | None |
| 5:45 | Administrator Updates <i>Valerie Quinto, Interim Administrator</i> <ul style="list-style-type: none"> ▪ Recent GSA Board activity <i>Objective: Administrator briefly provides relevant updates that inform Advisory Committee discussions.</i> | None |
| 5:55 | Fee/Rate Study and Potential GSA Financing Mechanisms <i>Sally Van Etten, Raftelis Financial Consultants, Inc.</i> <i>Bob Reed, the Reed Group</i> <ul style="list-style-type: none"> ▪ Overview of fee/rate study process and committee feedback ▪ Consultant role and schedule ▪ Review of GSA financing options ▪ Open group discussion (including public comments) <i>Objective: Discuss consultant role and schedule, review GSA financing options, and secure committee input on outreach considerations.</i> | Presentation (copies on-hand at meeting) |
| 6:35 | Community Engagement <i>Ann Dubai, Sonoma County Water Agency</i> <ul style="list-style-type: none"> ▪ Introduce and discuss draft Community Engagement Plan ▪ Open group discussion <i>Objective: Introduce draft plan and secure initial committee input.</i> | Draft Community Engagement Plan |
| 7:00 | Advisory Committee Charter Discussion and Potential Adoption <ul style="list-style-type: none"> ▪ Introduce and discuss latest draft charter ▪ Open group discussion <i>Objective: Discuss and potentially adopt Advisory Committee charter.</i> | Draft Advisory Committee Charter |
| 7:25 | Closing Comments | |
| 7:30 | Meeting Adjourns | |

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Petaluma Valley Groundwater Sustainability Agency
Advisory Committee Meeting

Accessibility

If you need special assistance to participate in this meeting, please contact Valerie Minton Quinto at 707.569.1448 x114 or by email at vminton@sonomarc.d.org. Notification of at least 48 hours prior to the meeting will assist staff in assuring that reasonable arrangements can be made to provide accessibility of the meeting.

Agenda Materials

Agenda materials are available for review at City of Petaluma, Public Works and Utilities Department, 202 N. McDowell Boulevard, Petaluma, CA 94954 during normal business hours, and a copy of the agenda packet will be available for public review at the meeting. Any documents provided at the meeting by staff will also be available to the public. Any documents provided to the Advisory Committee during the meeting by the public will be available the next business day following the meeting. The agenda and agenda packet materials are also available at <http://www.sonomacountygroundwater.org/pv/>.

Public Comment

Members of the public may attend meetings of the Petaluma Valley GSA Advisory Committee and may comment before Advisory Committee consideration of individual agenda items, or during General Public Comment on any matter within the jurisdiction of the Advisory Committee. As needed, time limits may be placed on public comments to ensure the Advisory Committee is reasonably able to address all agenda items during the course of the meeting.

**Petaluma Valley Groundwater Sustainability Agency
Advisory Committee Meeting
MEETING SUMMARY**

Meeting date/time: October 24th, 2017 | 5:30 p.m. – 7:30 p.m.

Location: Petaluma Community Center, 320 N. McDowell Blvd. Petaluma

Contact: Valerie Minton Quinto, Interim GSA Administrator

Email: vminton@sonomarc.org | Phone: 707.569.1448 x102

MEETING RECAP

- Valerie Quinto, Interim Administrator for the Petaluma Valley Groundwater Sustainability Agency (GSA) welcomed all attendees and kicked off the first GSA Advisory Committee meeting.
- Advisory Committee Members received an informational presentation on the Brown Act. As a standing committee of the Petaluma Valley GSA Board of Directors, the Committee must operate in compliance with the Brown Act.
- Marcus Trotta of the Sonoma County Water Agency (Water Agency) provided an overview of the 2014 Sustainable Groundwater Management Act (SGMA), the formation of the Petaluma Valley GSA, and a Proposition 1 funding application currently being prepared by the Water Agency to support development of a Groundwater Sustainability Plan (GSP) for the Petaluma Valley. Valerie Quinto followed with a presentation on a forthcoming rate study which will be undertaken to determine mechanisms for covering the GSA’s short-term operational needs during the time the GSP is being developed.
- The facilitator introduced and led group discussion of a draft Advisory Committee charter. The charter provides a governance structure for how the group collaborates in its consensus-seeking efforts to provide advice and recommendations to the GSA Board of Directors on GSP development and implementation, and on GSA policies. Committee Members offered a range of comments, questions and input on key sections of the draft charter.
- Ann Dubay of the Water Agency described the need for an Outreach and Communication Plan to keep the public informed of the GSA’s work, and the collaborative efforts of the Advisory Committee. A draft Plan will be introduced and discussed at the next Committee meeting.

Summary of Action Items

| <i>Action Item</i> | <i>Responsible Party</i> | <i>Deadline</i> |
|--|----------------------------|------------------|
| Submit any desired changes to Committee biographies | Advisory Committee Members | November, 2018 |
| Share relevant links from Brown Act presentation | Valerie Quinto | November, 2018 |
| Make changes to draft charter based on Committee input | Rich Wilson | November, 2018 |
| Consult GSA attorney on how members should bring input or documents provided by others into Committee meetings | Valerie Quinto | November, 2018 |
| Send any additional comments or suggested edits to the draft Committee charter | Advisory Committee Members | November 7, 2018 |

Next Meeting: November 21, 5:30 p.m. – 7:30 p.m., Petaluma Community Center

Website for meeting material posting: <http://www.sonomagroundwater.org/pv/>

**Petaluma Valley Groundwater Sustainability Agency
Advisory Committee Meeting
MEETING SUMMARY**

MEETING ATTENDEES¹

Advisory Committee Members

Russ Ahlgrim, Agriculture Representative
Scott Tweten, At Large Representative
Andy Rodgers, Business Representative
John Shribbs, Environmental Representative
Clayton Engstrom, Rural Residential Representative
Heidi Bauer, City of Petaluma Representative
Gary Mickelson, County of Sonoma Representative
Eugene Camozzi, North Bay Water District Representative
Martha Murphy, Sonoma County Water Agency Representative
Lindsey Strain, Sonoma Resource Conservation District Representative

Staff

Valerie Quinto, Interim Administrator
Jay Jasperse, Plan Manager
Marcus Trotta, Sonoma County Water Agency
Ann Dubay, Sonoma County Water Agency
Lauren Dunlap, Sonoma County Water Agency
Leah Walker, City of Petaluma
Rich Wilson, Center for Collaborative Policy (facilitator)

¹ In addition to Advisory Committee Members and staff, one member of the public attended the meeting.

WORKING DRAFT

Community Engagement Plan

for the Development and Adoption of a Groundwater Sustainability Plan

Petaluma Valley, Sonoma County

November 2017, v1

Purpose, Outcomes & Goals

The purpose of the Sustainable Groundwater Management Act (SGMA), signed by Governor Brown in 2014, is to ensure local sustainable groundwater management in medium- and high-priority groundwater basins statewide. **California's Department of Water Resources has determined that Sonoma County has three medium priority basins that are subject to SGMA Implementation:**

- Petaluma Valley basin
- Santa Rosa Plain subbasin
- Sonoma Valley subbasin

This draft Community Engagement Plan applies only to the Petaluma Valley Groundwater Sustainability Agency, although many outreach activities will be coordinated with efforts taking place in the other two Sonoma County basins.

SGMA Milestones: The Petaluma Valley basin achieved the first SGMA milestone by creating Groundwater Sustainability Agencies (GSAs) by June 30, 2017. The Petaluma Valley GSA Board and Advisory Committee that have been created are described later in this document.

The second major SGMA milestone will be the adoption of a Groundwater Sustainability Plan (GSP) by January 30, 2022. The GSP is prescribed by SGMA and contains many required elements. The third milestone will be to achieve sustainability by 2042.

Several key steps must be taken to ensure that Milestone Two (adoption of the GSP) is achieved, including:

- Adoption and implementation of a financing plan that will allow the Petaluma Valley GSA to be financially independent;
- Development, drafting and vetting of specific elements within the GSP;
- Compilation, vetting and final drafting of the GSP as a whole.

Outcomes: The desired outcome for this Community Engagement Plan is to achieve Milestone 2 by incorporating input from stakeholders in the greater Petaluma Valley area that considers Sonoma County's diverse people, economy and interdependent ecosystems. As the GSA gets closer to completion of the GSP, a new community engagement plan will be developed to address implementation issues.

Plan Goals: During GSP preparation and implementation, SGMA requires the GSA to consider the interests of all beneficial uses and users of groundwater, and encourage involvement of diverse social, cultural, and economic elements of the population within the Basin.

The goals of the Community Engagement Plan are to:

- Enhance understanding and inform the public about water and groundwater resources in the Petaluma Valley and the purpose and need for the GSP.
- Engage a diverse group of interested parties and promote informed community feedback throughout the GSP preparation and implementation process.
- Coordinate communication and involvement between the GSA and other local agencies (including other GSAs), elected and appointed officials, and the general public.
- Employ a variety of outreach methods that make public participation easy and accessible. Hold meetings at times and venues that encourage broad participation.
- Respond to public concerns and provide accurate and up-to-date information.
- Manage the community engagement program in a manner that provides maximum value to the public and an efficient use of GSA and local agency resources.

Time Period: The Community Engagement Plan is intended to cover communication and outreach for the time period between January 2018 and January 2022, when the GSP is due to be submitted to California Department of Water Resources. Because this is a multi-year project and plan, the key activities needed to achieve these goals will be broken down into annual work plans. The Year One work plan is included as Attachment A, and the work plans for future years will be released annually and posted on the website.

Interested Parties and other stakeholders: SGMA lists interested parties who the GSA must consider when developing and implementing the GSP, including:

- Agricultural users of water
- Domestic well owners
- Municipal well operators
- Public water systems
- Land use planning agencies
- Environmental users of groundwater
- Surface water users
- The federal government
- California Native American tribes
- Disadvantaged communities (including those served by private domestic wells or small community water systems).

Appendix A includes a list of interested parties in Petaluma Valley. Representatives of most of the interested parties are included on the GSA Board or Advisory Committee: sonomacountygroundwater.org.

Many stakeholders have interests that can be affected by decisions made by the GSA, including businesses, schools, land stewardship organizations, and state government agencies. See Appendix B for a listing of additional stakeholders.

Outreach Roles

The **GSA Board**, which is comprised of elected and appointed officials, will make the ultimate decision on financing options and on the GSP. As required by the Joint Powers Authority agreement that created the GSA, the GSA Board will consider the recommendations of the Advisory Committee.

In regard to outreach, the Board is responsible for:

- Adopting and overseeing the implementation of the Community Engagement Plan
- Receiving public comments made in writing and at Board meetings;
- Considering the recommendations of the Advisory Committee.

In addition, the Board may choose to play a more active role in outreach through communication with the public, stakeholder groups and the entities it represents.

The **Advisory Committee**, which is comprised of members appointed by the GSA Board and entities that comprise the GSA, will become familiar with financing options and issues related to the GSP. The Advisory Committee is charged with actively engaging with the public for input and feedback. This charge can be carried out through various mediums and a variety of activities, but generally includes:

- Advising staff in the drafting of the Community Engagement Plan;
- Actively seeking input from the represented stakeholder groups on issues before the GSA;
- Sharing input and feedback with the full Advisory Committee meeting; and
- Making recommendations to the Board.

The Petaluma Valley GSA Board, the Petaluma Valley GSA Advisory Committee and GSA staff are committed to keeping the **public informed**, providing the public with **balanced and objective information** to assist the public in understanding SGMA, available options and recommendations. The Board, Advisory Committee and staff will **listen and consider public input** when evaluating the options and making decisions. Input can be made during public comment periods at Advisory Committee and Board meetings, and in writing. Comments made in writing can be submitted to vminton@sonomarcd.org.

True engagement requires policymakers and the public to not only talk, but to also listen. The Sonoma Valley GSA asks all participants – whatever their role – to follow these rules of engagement:

- Be a good listener. Listen to what is being said, find out why it is being said.
- Be respectful to all participants

Community Engagement Plan

To truly engage the public in development of a GSP that is science-based, complex and technical, the GSA will strive to meet these overall objectives:

- Educate the public in compelling ways. Communicate what may often be complex concepts in simple and compelling ways with graphics and examples.
- Manage expectations. Avoid “anything goes” meetings that might pursue unrealistic and unpractical approaches.

- Show how the input received has been incorporated into the plan or process. Demonstrating to the public how their ideas have been reflected in the plan or planning process is an important piece to the puzzle.
- Remain focused on results. Understand objectives of each public meeting and facilitate the achievement of those objectives.

The Community Engagement Plan is comprised of two categories of activities a: Ongoing and project- or program-specific.

Ongoing activities are the “housekeeping” tasks of the GSA outreach, including website maintenance and updates, monthly blogs to the interested parties list, updating fact sheets and FAQs, posting Board and AC meetings and materials and issuing press releases about meetings.

Project or program-specific engagement activities are developed to meet the outreach goals of each project or program.

In Year One (July 1, 2017- June 30, 2018), the GSA Board must hire legal counsel (completed); hire rate/fee consultants (completed); apply for Proposition 1 GSP funding grant (underway); adopt various documents including bylaws and a Community Engagement Plan; initiate the first steps in developing the GSP; determine whether to request basin boundary modifications; and determine a short-term mechanism for funding the GSA. The initiation of the GSP and the rate/fee study are projects that require robust community engagement, using the tools described in the Communication Forums and Tools section, below. Attachment A provides a detailed table of Year One engagement activities, including timeframes and key roles.

In Years Two through Five (July 1, 2018-January 31, 2022), program specific engagement activities will be focused on development of GSP plan elements. The GSP will be prepared iteratively and in a logical progression, building on previously developed technical and policy information. Throughout the process of preparing the GSP, background materials along with draft text, figures and tables for each section will be provided to the GSA member agency staff, Advisory Committee, the GSA Board and the public in advance of meetings for input and comment. The Advisory Committee, public and Board will have opportunities to comment on each element, before the element is ultimately adopted by the Board.

It is anticipated that the GSP will be developed in six phases:

1. Preparation and submittal of initial notification of GSP preparation (Year One)
2. Definition of plan area and basin setting (Year Two)
3. Development of sustainable management criteria, including the sustainability goal, undesirable results, minimum thresholds, measurable objectives and interim milestones. (Years Two and Three)
4. Design of monitoring program and data management system. (Year Three)
5. Identification and evaluation of proposed projects and management actions (Years Four and Five)
6. Development of GSP implementation costs, detailed schedule, and reporting Year Five)

Each phase requires robust outreach with the goal of educating and engaging the general public, stakeholders, the Advisory Committee and Board on the technical and policy aspects of the GSP plan elements. Each phase will include a mix of communication tools, to be used in a variety of forums. Public hearings will be held at the end of each phase. Attachment A, for Year One activities, provides a model of a full year of engagement.

Every March, staff will work with the Advisory Committee to develop an Activities Plan for the upcoming fiscal year (beginning on July 1), incorporating tools and techniques that worked well in previous years and modifying or eliminating tools that failed to engage people.

Communication Forums & Tools

Governance Agencies Briefings: Board members will brief their councils or boards regularly on GSA activities and will work with GSA staff to provide additional briefings on sensitive or important topics.

In Year One, the goal is to brief member agencies about the initiation of the GSP and the rate/fee study in January and about proposed rate/fee options in April. The purpose of the briefings is to inform boards and councils about the purpose of the GSP and the rate/fee study; the necessity and timing of the rate/fee study; and to get feedback on proposed rate/fee options.

Stakeholder Briefings: Advisory Committee members will meet with and communicate regularly with organizations comprised of the stakeholder groups they represent. To avoid overlap and mixed messages, all briefings will be coordinated with outreach staff. Many stakeholder groups were interviewed in 2015, during SGMA initial stakeholder outreach. The Stakeholder Assessment can be found online at www.sonomacountygroundwater.org.

Stakeholder Briefings: Advisory Committee members will meet with organizations comprised of the stakeholder groups they represent. In the case of countywide organizations that have representation in all three basins or that have overlapping interests, Advisory Committee members will coordinate briefings with outreach staff to prevent duplication of effort and mixed messages.

Community events: Disadvantaged Communities are specifically called out in SGMA as an interested party. While 81 percent of the area in the Petaluma Valley Basin is designated an Economically Distressed Area, only one percent is categorized as a Disadvantaged Community. It is likely that many of the people living in the DAC area are Spanish speaking, and many are relatively recent immigrants.

Previous assessments of engaging Sonoma County's Spanish speaking community recommend using "food, faith and festivals" as opportunities to educate and interact with people on critical issues. Connecting with communities through existing organizations, like Petaluma People Services Center and the Boys and Girls Club, and through community events, churches and schools, provides an opportunity share information and solicit feedback on rate/fee options and GSP elements

Public Meetings/Hearings

Public meetings or hearings are formal opportunities for people to provide official comments on programs, plans and proposals. SGMA requires that a public meeting be held prior to the adoption of a fee and public hearings for the adoptions of GSP elements and the final plan. There are also constitutional requirements for public hearings for some fee/rate options. Public meetings and hearings are an important forum for people to share viewpoints and concerns, but often occur at the end of a process, when only one option is under consideration. The GSA will hold required public meetings and hearings, but will also use less informal public workshops (described below) to solicit feedback and information early in the process.

Public Workshops

Public educational workshops provide less formal opportunities for people to learn about groundwater, SGMA, financing options, and GSP elements. Workshops can be organized in a variety of ways, including open houses, world cafes and traditional presentations with facilitated question and answer sessions. In order to solicit feedback from people who may not be comfortable speaking in public, workshops can include small group breakout discussions, “dot” voting, comment cards and other techniques. Whatever format of workshop is used, it will be designed to maximize opportunities for public input.

A workshop will be held in the spring of Year One (2018) to describe and solicit feedback on fee/rate options. Workshops will also be held as GSP elements are being developed.

Public Notices

In addition to the public notice required for fee adoption, SGMA requires that prior to initiating the development of a GSP, the GSA must provide a written statement describing the manner in which interested parties may participate in the development and implementation of the GSP. The statement must be provided to all the cities within the basin and to the County of Sonoma. As outlined in this Community Engagement Plan, there will be a variety of opportunities for people to participate in the development and implementation of the GSP, including workshops, public hearings, providing comments at Board and Advisory Committee meetings and through written comments. In Spring 2018, staff and legal counsel will work with the Advisory Committee and the Board on development of a written statement for public participation.

Communication Tools

Interested Persons List

SGMA mandates the creation of an interested persons list. SGMA does not specify the type of list (email versus hard copy). The first preference is an email list, to get information out quickly and to reduce costs. A secondary list will be developed for people who don't use email. Board members, Advisory Committee members and staff can contribute names of organizations, agencies, and individuals to the list. Whenever new inquiries are made they will be added to the list.

The list is broad and includes anyone who would like to stay informed about SGMA activities

and anyone the Board and Advisory Committee thinks should be informed about the outcome of the planning effort. Outreach staff will send out monthly updates to the Interested Persons list.

Informational Materials

Developing a variety of informational materials is critical to the successful education and necessary to circulate consistent, accurate information. Outreach staff, with the input of the administrator, plan manager and the Advisory Committee, will develop a range of materials, including at least the following:

Periodic Updates

- **Talking Points:** Clear, concise messages to be used by Board and Advisory Committee members and staff when communicating with media, organizations and stakeholders.
- **Milestone Fact Sheets:** For initiating the GSP, the rate/fee study and completion of elements of the GSP.
- **Frequently Asked Questions:** FAQs will be issued on the rate/fee study, elements of the GSP and for specific stakeholders, including private well owners.
- **Newsletter Articles:** A short paragraph (50-100 words) that Advisory Committee members can insert into organizational newsletters. These brief articles can also be published in the Sonoma County Water Agency's e-newsletter, which has a broad distribution.
- **Newspaper editorials:** Authored by Outreach staff and Board or Advisory Committee members for submittal to local news sources.
- **Briefing Packets:** For milestone briefings. Packets will include standard talking points, PowerPoint presentations, and other materials to assist in educational outreach and for soliciting feedback.

Background/Baseline Information

- **General Fact Sheet:** A general Fact Sheet describing the GSA governance structure.
- **Basin Conditions:** Very brief description of the Petaluma Valley basin (one page, two sides).
- **Existing Educational Materials:** Such as the Petaluma Valley Groundwater fact sheets and primers.

Website: The project website, www.sonomacountygroundwater.org, will be a tool for distributing and archiving meeting and communication materials as well as a repository for any studies. Outreach staff anticipates updating the website monthly, and more often if needed. The website includes the following information:

- Home page: summary and “what’s new” information
- Groundwater basics
- Petaluma Valley Information:
 - Board members, meeting schedule and meeting materials.
 - Advisory Committee members, meeting schedule and meeting materials

Social Media: Existing Facebook, Twitter, Next Door and other emerging social media technologies will be leveraged to provide updates on milestone progress to interested parties.

Media Plan: Outreach staff will work with the administrator to develop press releases at each milestone and for meetings. The press releases will be distributed to local and regional media and Legislative and Congressional representatives.

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Appendix A:* Consideration of Interests, as required by SGMA¹

* This list is not exhaustive or exclusive.

Cities, County

- City of Petaluma
- County of Sonoma

Tribes

- No recognized tribes in Petaluma Valley

Federal Government

- National Oceanic & Atmospheric Administration/NMFS
- US Army Corps of Engineers
- Natural Resource Conservation Service
- USFWS
- EPA

Public Water Systems

- City of Petaluma
- Sonoma County Water Agency

Agriculture

- Sonoma County Farm Bureau
- United Winegrowers
- Community Alliance of Family Farmers
- Western United Dairymen's Association
- Sonoma County Winegrape Commission
- Sonoma County Vintners
- BRONC
- North Bay Agricultural Alliance
- Sonoma RCD
- Sonoma County Growers Alliance

Organizations Representing Environmental Uses of Groundwater

- Sonoma County Water Coalition
- Sonoma County Conservation Action
- Friends of Petaluma River
- Petaluma Wetlands Alliance

Disadvantaged Communities²

- None identified in Petaluma Valley

Well Owners (including domestic well owners)

Appendix B:* Other Interested Parties³

* While not required to be engaged under SGMA, these stakeholders will be including in the outreach program. This list is not exhaustive or exclusive.

¹ Water Code §10723.2

² As identified by the County of Sonoma

³ Appendix C includes parties and organizations that may be interested in groundwater management, but are not specifically identified as an interest that must be considered under Water Code §10723.2.

- Sonoma County Agricultural Preservation & Open Space District
- Sonoma County Planning Commission
- North Bay Watershed Association
- School districts
- Regional Water Quality Control Board

Business / Developers

- Sonoma County Alliance
- North Bay Association of Realtors
- Economic Development Board
- Petaluma Chamber of Commerce

Citizens & Community Organizations

- League of Women Voters
- Democratic Club
- Rotaries
- Kiwanis
- SIRS

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Attachment A: PETALUMA VALLEY GSA -- YEAR ONE OUTREACH

| Activity | Description | SGMA or Brown Act? | Shared across basins? | Time Frame | Who |
|---|---|--------------------|-----------------------|--|--|
| Ongoing Outreach | | | | | |
| Monthly Updates | Blog to Interested Party List | | X | Emailed by 15 th of each month | WA Staff, with review by administrator |
| Website | Postings, updates, edits | | X | 15 th of each month | WA staff, with review by administrator |
| Fact Sheets | GSA description Basin Description GSP FAQ | | | December December March | WA staff, with review by administrator and AC (GSP FAQ) |
| Media contacts | Inquiries from reporters | | X | As needed | WA staff takes inquiries, directs reporter to administrator, Plan Manager, AC Chair or Board Chair |
| Notifications | Post Board & AC agendas | X | | 72 hours before meeting | WA staff. Materials provided by administrator |
| Free media | Issue press releases for Board & AC meetings | | X | 2 weeks before meeting | WA staff, with review by administrator |
| Additional Outreach for Initiation of GSP | | | | | |
| Public Notice | | X | | January | WA staff, with review by administrator and plan manager |
| Paid, free & social media | Press releases, ads and social media. | | X | January | Staff, with AC input. Use existing social media channels of AC and Board organizations/agencies. |
| Additional Outreach for Rate & Fee Study | | | | | |
| Talking Points | In English and Spanish | | X | v1 December v2 February v3 April/May | WA staff, with input and review by administrator & AC |
| Fact Sheets/FAQs | English and Spanish | | X | V1 December V2 March | WA staff, with input and review by administrator & AC |
| Workshop | | | X | March | WA staff, with input and review by administrator & ACs |
| Paid, free & social media | Press releases, ads and social media. Purpose is to publicize workshops, Public Hearings. | | X | March, May | Staff, with ACs input. Use existing social media channels of AC and Board organizations/agencies. Spanish language outreach via radio. |

| Additional Outreach for Rate & Fee Study (cont.) | | | | | |
|---|--|---------------------------|------------------------------|-------------------|---|
| Activity | Description | SGMA or Brown Act? | Shared across basins? | Time Frame | Who |
| Agency Briefings | Brief member agencies on study and options | | | January, April | WA staff works with Board members to coordinate |
| Stakeholder Briefings | Speak at existing meetings | | | December-May | ACs , Board members, staff |
| DAC outreach | Use existing venues (church, school, community events) | | | December - May | WA staff works with AC members to identify opportunities and to attend events |
| Public Meeting or Hearing | Public meeting required by SGMA; hearing may be needed | X | | May | Raftelis, with staff support |

Petaluma Valley Groundwater Sustainability Agency Advisory Committee Charter

Draft version – November, 2017

Charge

The Advisory Committee purpose is to advise the Petaluma Valley Groundwater Sustainability Agency (“PVGSA” or “Agency”) Board of Directors (“Board”) on groundwater sustainability plan development and implementation, and on Agency policies. The intent of the Committee is to provide community perspective and participation to the Agency. The Committee will make recommendations that the PVGSA Board will consider in its decision-making.

The Advisory Committee may review or provide recommendations to the Board on groundwater-related issues:

- Development, adoption, or amendment of the groundwater sustainability plan
- Sustainability goals and objectives
- Technical and reporting standards, including best management practices, data management and reporting
- Monitoring programs
- Annual work plans and reports (including mandatory 5-year milestone reports)
- Modeling scenarios
- Inter-basin coordination activities
- Project and management actions to achieve sustainability
- Grant funding proposals
- Community outreach
- Local regulations to implement SGMA
- Fee proposals
- General advisory in response to Board inquiries

The Advisory Committee will not be involved in Agency budgets or day-to-day operations, such as personnel staffing or contracting.

Brown Act, Open Process, and Conflicts of Interest

All meetings of the Advisory Committee are open to the public. The Agency will announce Committee meetings on its web site and through its regular communication channels.

Advisory Committee meetings are subject to the Brown Act. The Advisory Committee shall adopt a schedule and location for regular meetings, and meeting agendas shall be posted in accordance with the Brown Act.

All Advisory Committee meetings shall provide for public comment in accordance with the Brown Act, including non-agenda public comment and public comment on individual agenda items. Speakers will generally be limited to 2 minutes, but time may be adjusted based upon meeting circumstances. As needed, time limits may be placed on public comments to ensure the Advisory Committee is reasonably able to address all agenda items during the course of the meeting. Special and emergency meetings need not provide for non-agenda public comment, but such comment may be allowed in the Advisory Committee’s discretion. Members of the Advisory Committee are subject to all applicable conflict of

interest laws including Government Code section 1090 and the California Political Reform Act. The Board shall adopt a conflict of interest code for the Advisory Committee.

Roles and Responsibilities

Agency Board of Directors

The Board commits to the value of the Advisory Committee and will consider Advisory Committee recommendations when making its policy decisions.

Advisory Committee

The role and responsibility of the Advisory Committee is to solicit and incorporate community and stakeholder interests into recommendations on SGMA implementation in the Petaluma Valley Groundwater Basin for the Board to consider in its decision-making process.

Advisory Committee members (“members”) reflect the diverse interests of local public agencies and groundwater users. The criteria for Advisory Committee members are to:

- Serve as a strong, effective advocate for the interest group represented
- Work collaboratively with others
- Commit time needed for ongoing discussions
- Collectively reflect diversity of interests

As part of membership, members agree to:

- Arrive at each meeting fully prepared to discuss the issues on the agenda. Preparation may include reviewing meeting summaries, technical information, and draft documents distributed in advance of each meeting.
- Present their constituent members’ views on the issues being discussed and be willing to engage in respectful, constructive dialogue with other members of the group.
- Develop a problem-solving approach in which they consider the interests and viewpoints of all group members, in addition to their own.
- Keep their constituencies informed about the deliberations and actively seek their constituents’ input.

Chair

The Advisory Committee will appoint a chair and vice-chair. The chair for the Advisory Committee agrees to:

- Work with the Agency administrator and facilitator to develop the agenda for all Committee meetings.
- Assist in framing issues so members are able to have a productive conversation and develop recommendations.
- Brief the Board on the nature and progress of the Committee at key milestones, and on recommendations from the Committee.
- Serve as the Advisory Committee media spokesperson in cooperation with the Agency communications lead.

Administrator

- Maintain a current roster of Committee members.
- Work with GSA Board to fill Committee vacancies, as needed.
- In coordination with the Facilitator and Committee Chair, prepare agendas for Advisory

Committee meetings.

- Notice all meetings in accordance with the Brown Act.
- Staff all meetings, record minutes and develop and distribute meeting summaries.
- Work with Committee and GSA Board to develop annual workplan and schedule for Advisory Committee meetings.
- Facilitate the process of incorporating Committee recommendations into Board packets.
- Provide options and ensure records for AC 1234 Ethics Training and Brown Act Training for Advisory Committee members.

Facilitator

As resources allow, a third-party facilitator will provide impartial facilitation services for Advisory Committee meetings. The facilitator's primary responsibility is to ensure an open process where all member interests are heard and thoughtfully considered. To this end, the facilitator works on behalf of the process and the members contributing to Advisory Committee efforts. Specific responsibilities include:

- Support the Agency Administrator and Advisory Committee Chair and/or Vice Chair in developing and distributing Committee agendas and relevant materials.
- Advocate for a fair, effective, and credible process, but remain impartial with respect to the outcome of the deliberations.
- Apply collaborative, interest-based negotiation methods that foster openness and identify areas of preliminary and final consensus agreement for advice and recommendations to the Board.
- In the absence of consensus, help identify areas of agreement and disagreement.
- Check in with members as needed to ensure all issues are identified and explored.
- Coordinate with the Agency administrator and Chair or Vice Chair to ensure accurate, impartial documentation of meetings and agreements (i.e. meeting summaries and recommendation reports).
- Ensure all members uphold the tenets of the charter.

Decision-Making

To inform PVGSA Board decision-making, the Advisory Committee will provide written recommendations in reports that reflect the outcome of Committee discussions. The recommendation reports will identify areas of agreement and disagreement. The Committee may request that one or more Committee members present its recommendations to the Board, including areas of agreement and disagreement, consistent with Committee deliberations. The PVGSA Board will consider Advisory Committee recommendations when making decisions. If the Board does not agree with the recommendations of the Advisory Committee, the Board shall state the reasons for its final decision.

The Advisory Committee will strive for consensus (agreement among all members) in all of its decision-making. Working toward consensus is a fundamental principle. Consensus means that all Advisory Committee members either fully support or can live with a recommendation. In reaching consensus, some Committee members may strongly endorse a particular proposal while others may accept it as "workable." Others may be only able to "live with it." Still others may choose to "stand aside" by verbally noting a disagreement, yet allowing all other members of the group to reach a consensus without them if the recommendation does not affect them or compromise their interests. Any of these actions constitutes consensus.

Any Advisory Committee member or members that disagree with a recommendation should provide an

alternative that attempts to meet his/her interests while also meeting the interests of other members. The Committee will strive for consensus, but shall not limit itself to strict consensus if 100% agreement among all participants cannot be reached after all interests and options have been thoroughly identified, explored, and discussed. Less-than-consensus recommendation-making shall not be undertaken lightly. When unable to reach consensus on advice or recommendations, the Committee will outline the areas in which it does not agree, providing some explanation to inform Board decision-making.

In order to conduct business (e.g. make and advance a recommendation to the Board), a quorum of the Advisory Committee must be present.

Options for how to define a quorum:

A simple majority of the total number of Advisory Committee members constitutes a quorum.

A super-majority of the total number of Advisory Committee members constitutes a quorum. (Advisory Committee to define what constitutes a supermajority)

Subcommittees

The Advisory Committee can form ad hoc subcommittees or workgroups as needed to assist with its work advising the PVGSA Board on groundwater sustainability plan development and implementation, and on Agency policies. Subcommittee composition should be representative of diverse groundwater interests. Subcommittees will develop proposals or recommendations for full Advisory Committee consideration. Any established subcommittee will operate in accordance with the Brown Act.

Membership

Composition of the Advisory Committee is intended to reflect the beneficial uses and users of groundwater in the Petaluma Valley. Established by the Board, the Advisory Committee consists of ten members that represent the following member agency designations and interest groups:

- Five at-large members, one appointed by each PVGSA member agency.
- Five interest-based appointees appointed by the PVGSA Board:
 1. Environmental representative
 2. Rural residential well owner
 3. Business community
 4. Agricultural interest (surface water or groundwater user)
 5. At-large community representative (preference for disadvantaged community interest)

Advisory Committee members may not serve concurrently on the PVGSA governing board.

Members must live or work within or represent an organization with a presence in the Petaluma Valley Groundwater Basin, identified by the Department of Water Resources current Bulletin 118. The Board will determine if alternates are necessary, and if so, the appointment process.

Advisory Committee members serve without compensation.

Selection and Appointment Process

The Board maintains an interested parties list, develops and oversees an application process, and make appointments to the Advisory Committee following member terms outlined below.

At-Large Seats

Each PVGSA member agency's governing body will appoint its at-large seat.

Interest-Based Seats

Interested individuals from the community or local organizations may apply to the Board, designating in the application the seat that the applicant would intend to fill. The PVGSA Board encourages interest groups to work together to recommend a single candidate to fill that interest's seat. The Board will give strong consideration to appointing candidates that have the backing of multiple organizations or individuals within that interest group and familiarity with groundwater and its management. The Board will also give preference to applicants with experience working with diverse community-based groups.

For the at-large community representatives, the Board will give strong preference to representatives who live or work within a Disadvantaged Community (as defined in SGMA) and will in any case give preference to appointees that can represent the interests of disadvantaged populations or interests that are otherwise under-represented on the Advisory Committee.

The Board may modify by supermajority vote the composition and number of Advisory Committee members. The Board can remove an interest-based committee member by majority vote if the member is not performing his or her responsibilities.

Terms

The initial Advisory Committee appointments will include five seats with three-year terms (interest-based categories) ending in December 2020 and five two-year terms (at-large) ending in December 2019. Following initial Committee appointment, all terms will be two years and end in December. Appointees are not term-limited; however, members must apply for each term. If a vacancy occurs for an interest-based seat before the end of the term, the Board will appoint a new individual to complete the term. The appointing Member shall fill at-large vacancies.

Process Agreements and Ground Rules

To conduct a successful collaborative process, the facilitator and all Advisory Committee members will work together to create a constructive, problem solving environment. To this end, all members agree to the following process agreements which the Committee will use, and to ground rules which will guide individual and group behavior.

Process Agreements

- ✓ **Everyone agrees to negotiate in good faith.** All participants agree to participate in decision making, to act in good faith in all aspects of this effort and to communicate their interests during meetings. Good faith also requires that members not make commitments they do not intend to follow through with, and that members act consistently in the meetings and in other forums where the issues under discussion in these meetings are also being discussed.
- ✓ **Everyone agrees to address the issues and concerns of the participants.** Everyone who is joining in the Advisory Committee is doing so because s/he has a stake in the issue at hand. For the process to be successful, all the members agree to validate the issues and concerns of the other members and strive to reach an agreement that takes all the issues under consideration. Disagreements will be viewed as problems to be solved, rather than battles to be won.

- ✓ **Everyone agrees to inform and seek input from their constituents about the outcome of the facilitated discussions.** To the extent possible, scheduling will allow for members to inform and seek input from their constituents, scientific advisors, and others about discussions.
- ✓ **Everyone agrees that members can meet with other organizational or interest group members.** Advisory Committee members may find it helpful to meet with other organizations or interest group members and to consult with constituents outside of the meeting so the member is better able to communicate community concerns on the issues at hand.
- ✓ **Everyone agrees to attend all the meetings to the extent possible.** Continuity of the conversations and building trust are critical to the success of the Advisory Committee. Members are encouraged to turn off cell phones and focus on the issue at hand. Agency staff or the facilitator will coordinate the meeting schedule.

Ground Rules

Use Common Conversational Courtesies

Treat each other with mutual respect as you discuss and deliberate groundwater issues.

All Ideas and Points of View Have Value

All ideas have value in this setting. We are looking for innovative ideas. The goal is to achieve understanding. Simply listen, you do not have to agree. If you hear something you do not agree with or you think is "silly" or "wrong," please remember that the purpose of the forum is to share ideas.

Be Honest, Fair, and as Candid as Possible

Put your interests forward, help others understand you and listen actively in order to understand others.

Avoid Editorials

It will be tempting to analyze the motives of others or offer editorial comments. Please talk about *your own* ideas and thoughts. Avoid commenting on why you believe another participant thinks something.

Honor Time, Be Concise and Share the Air

Help ensure an inclusive discussion by being cognizant of time constraints, stating your views clearly and concisely, and sharing the air so others can participate as well.

Think Innovatively and Welcome New Ideas

Creative thinking and problem solving are essential to success. "Climb out of the box" and attempt to think about the problem in a new way.

Invite Humor and Good Will

Don't hesitate to bring levity and humor to the process when warranted, as this often helps collaborative discussions.

Be Comfortable

Please feel help yourself to refreshments or take personal breaks. If you have other needs please inform the facilitator.

Communication

Media

Members are asked to speak only for their organization or themselves when asked by external parties, including the media, about the Advisory Committee's progress, unless there has been a formal adoption of a statement, concepts, or recommendations by the Advisory Committee. Members will refer media inquiries to the Agency communications lead and reserve freedom to express their own opinions to media representatives. Members should be careful to present only their own views and not those of other participants. The temptation to discuss someone else's statements or position should be avoided. The Agency communications lead may refer media to the Advisory Committee Chair to speak on behalf of the Committee as needed.

Amendments

The Advisory Committee can recommend future changes to the charter. The Board may amend the charter when needed using its decision-making procedure.

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