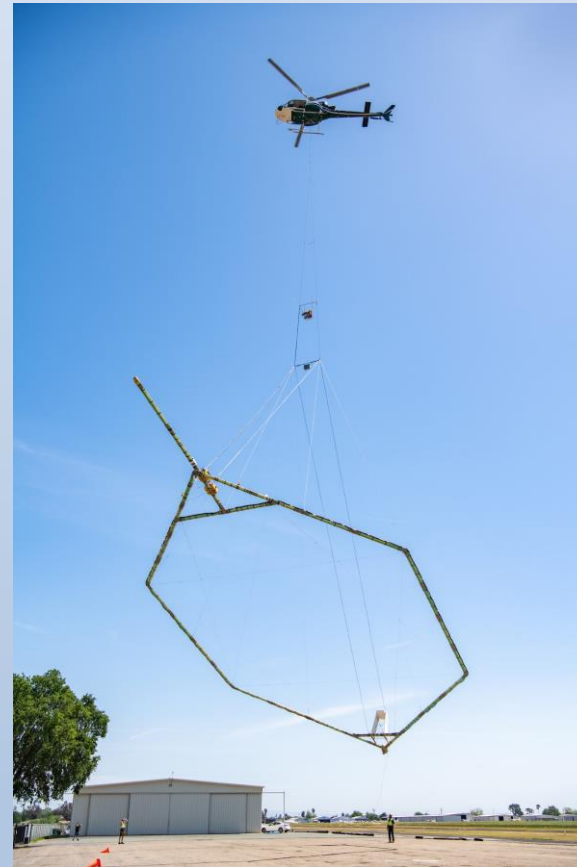


CALIFORNIA DEPARTMENT OF WATER RESOURCES

# Groundwater Awareness

## Week 2024



03/12/2024

# How to Reengage Interested Parties



# OPENING REMARKS

*Christina Boggs-Chavira*

*California Department of Water Resources  
Sustainable Groundwater Management Office*



CALIFORNIA DEPARTMENT OF WATER RESOURCES  
SUSTAINABLE GROUNDWATER  
MANAGEMENT OFFICE

# Day 2 **Speakers**

**Sarah Rubin, *Department of Conservation***





California  
**Department of  
Conservation**

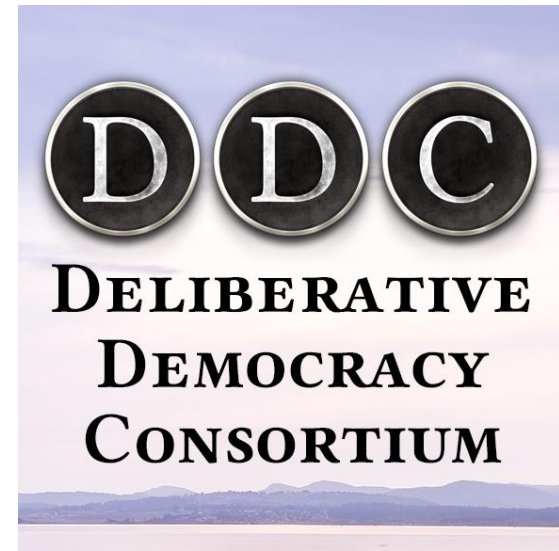
# **Engaging (or Re-engaging) to Enhance Local Relationships**

DWR Sustainable Groundwater Management Program -  
Training for Groundwater Sustainability Agencies

**Day 1 of 2: Wednesday, March 12<sup>th</sup>, 2024**

Sarah Rubin, Outreach and Engagement Advisor  
[sarah.rubin@conservation.ca.gov](mailto:sarah.rubin@conservation.ca.gov) | 916.214.5731

# Sarah's Background



# Training Topics

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Your challenges

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Tools and Tactics

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Challenging You to Set Actionable Goals

What are your challenges when it comes to local engagement/ relationship development?



# Tools You will be exposed to today

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IAP2 Spectrum of Engagement



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graph TD; A[IAP2 Spectrum of Engagement] --> B[Institute for Local Government's Community Landscape Template]; B --> C[Population info: Census Quick Facts; Migration Policy Institute]; C --> D[RUBIN Racial Equity Public Engagement Model]; D --> E[Digital Tool: Ideaboardz];
```

Institute for Local Government's Community Landscape Template


Population info: Census Quick Facts; Migration Policy Institute

RUBIN Racial Equity Public Engagement Model

Digital Tool: Ideaboardz

# IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

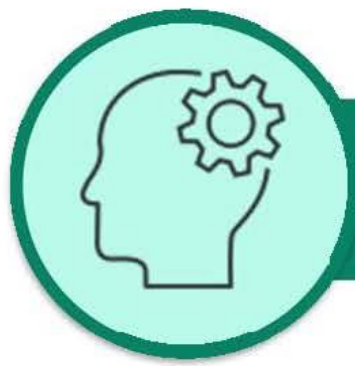
INCREASING IMPACT ON THE DECISION 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	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.
<b>PROMISE TO THE PUBLIC</b>	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.

# Exercise: Create Two lists

Current Relationships

Gaps



# THINK

## Community Landscape

**Purpose of this template:** To document the wide variety of potential stakeholder groups in your community. This will help to ensure those you target in your **outreach plan** are reflective of the diversity in your community.

**Directions:** Fill out sheet to the best of your ability. After initial attempt, connect with stakeholders to fill in gaps, check assumptions.

Example Type	Fill in if applicable	Examples
Adult education		Community College, Adult training programs
Agricultural groups / associations		Almond Growers Association
Arts groups		Music, visual, dance, theatre, ethnic, etc.
Business (large)		Corporations, large farms, big box retailers, tech companies, warehouses, factories, universities, hospitals
Business (Small)		Restaurants, family-owned retail, hair salons, pet grooming, etc.
Chamber(s) of Commerce		Some areas have more than one.

Shaping the Future Together: A Guide to Practical Public Engagement for Local Governments



Example Type	Fill in if applicable	Examples
Community Based Organizations		Non-profits, Neighborhood Organizations
Community health and wellness		Hospitals, clinics, dentists, bike and running groups, etc.
Environmental groups		Sierra Club, Friends of the River, etc.
Ethnic media		Radio, TV, Print, Prominent Digital
Ethnic oriented community groups/ centers		Reference could be census info on ethnic breakdown (Latino, Vietnamese, Korean, etc.) e.g Assyrian American Association
Faith based		Churches, Synagogues, Mosques, etc.
Food banks		Or other locations to connect with working poor
Libraries		Individual libraries, friends of the library groups
Gay, lesbian, bisexual groups		CSU San Bernardino Pride Center, Rainbow Pride Youth Alliance, gaycentralvalley.org, MoPride Inc.
Good government groups		League of Women Voters
Immigrant related organizations		Advocacy groups; Legal service providers

Shaping the Future Together: A Guide to Practical Public Engagement for Local Governments



Example Type	Fill in if applicable	Examples
<b>Informal Leaders</b>		Folks on boards of community groups; youth sports coaches
<b>Labor organizations</b>		Unions
<b>Parks and recreation</b>		Department within local jurisdiction
<b>Disability organizations</b>		Advocacy groups, Independent Living Centers
<b>Safety</b>		Community Emergency Response Teams (CERT)
<b>Schools</b>		Superintendent level, district, individual schools, PTA
<b>Senior citizen groups</b>		Senior centers, clubs,
<b>Service clubs</b>		Rotary, Kiwanis
<b>Social equity / Social justice</b>		Social Justice Research Partnership, Girls Fly!, Fathers and Families of San Joaquin
<b>Other municipalities</b>		Water districts, cemetery districts, air, recreation, Police, Fire Dept.
<b>Sports groups</b>		Youth sports such as soccer, volleyball; Adult rec leagues, Senior leagues

Example Type	Fill in if applicable	Examples
<b>Veterans</b>		American Legion, veterans centers, VA hospital, advocacy groups
<b>Youth - After school related</b>		Youth Boxing league
<b>Youth- other</b>		Early Childhood Education – First 5
<b>Other:</b>		Knitting clubs; book clubs

**Double check:** do the people/groups on your community landscape list (above) reflect the diversity in your community?

- Socioeconomic
- Race/Ethnicity
- Geographic
- Gender
- Age
- Other

### About the Institute for Local Government

The Institute for Local Government's (ILG) mission is to promote good government at the local level with practical, impartial and easy-to-use resources for California communities. ILG is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association.

For more information about the TIERS Framework and Learning Lab, please contact [publicengagement@ca-ilg.org](mailto:publicengagement@ca-ilg.org)

To access the Institute's resources on public engagement, visit [www.ca-ilg.org/engagement](http://www.ca-ilg.org/engagement)

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# Exercise: Create Two lists

Current Relationships

Gaps

# **Cultural Competency & Language Access**

# Why Language Access Matters

- 6.7 million Californians > age 5 (19%) has limited English proficiency (LEP)
- Tools: Census Quick Facts; Migration Policy Institute



# Examining Local Demographics & Key Audiences

## Using the Census as a Starting Place



### Where to look:

<https://www.census.gov/quickfacts>

<https://www.migrationpolicy.org/data/authorized-immigrant-population/county/6029>

<https://censusreporter.org/profiles/05000US06029-kern-county-ca/>

<http://www.ed-data.org/county/Kern>

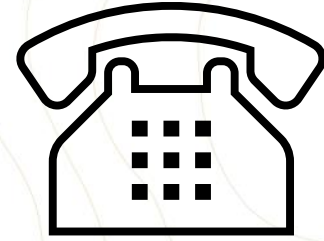
## Census 2020 California Hard-to-Count Fact Sheet Bakersfield City in Kern County (CA Census 2020 Region 6)

Race and Hispanic Origin	
Total population	372,680
Hispanic or Latino of any race	49.2%
Hispanic Exclusive Race:	
White alone	33.7%
Black or African-American alone	7.1%
American Indian and Alaska Native alone	0.4%
Asian alone	7.2%
Native Hawaiian and Other Pacific Islander alone	0.2%
Some other race alone	0.2%

Top 3 Languages Spoken at Home	
Total Limited-English Population (Persons 5 years and older who do not speak English "very well")	47,860
Spanish	78.1%
Other Indo-European languages	10.1%
Tagalog (incl. Filipino)	2.7%

California Hard-to-Count Characteristics	
Median CA-HTC index all census tracts	37.0
Estimated Total Population in Census Tracts with above median CA-HTC	160,577
Leading HTC characteristics in those areas: Below 150 percent of poverty level; Unemployed; Households receiving public assistance	

Top 5 CA-HTC Census Tracts in Place	
Census Tract 12.02:	
Total Population	5,865
CA-HTC Index	113.0
Leading Hard-to-Count Reasons: Households without broadband subscription Non-high school graduates Below 150 percent of poverty level	



# How to Prep for “Cold Calls” or “Warm Calls”

Using a tool called “Ideaboardz” to gather questions, comments you have on this section of the training

# Cold Calls – Basic How To

## Start your script outline

- What is the general purpose of your call
- What do you hope to get out of it (have a plan a, b, c)

## Create talking point script (can be more general or specific depending on your style)

## Look at list of calls to make. 'Role play' one of them in your head or aloud.

- Does your script hold up?
- Have you done adequate research on your 'target' person?
  - Linked in; general google search; asking around

## Practice at least once before your initial call.

- With a colleague
- By audio or video with your phone (yourself)

# Example:

## California Geothermal Energy Management Division Public Health Rulemaking: Questions for Individual Outreach calls

### Introductions of each person

- Sarah shares her role at DOC and connection with California Geothermal Energy Management Division
  - Explain what we know now about the engagement effort
  - Provide a high-level summary of public health rulemaking effort this included planning to have all meetings with Spanish interpretation; childcare; food; bilingual materials
- Other person talk about their role, background as desired; whatever they want to share.

### Question 1: What would you like to see for this early engagement effort?

- Depending on response be ready with follow up questions:
  - Locations?
  - When you think about walking into the meeting room any components or set up advice?
  - Childcare? How do you think we can make it work? (given state rules)
  - Food? Advice?
  - Flyers: What is the appropriate wording and language to use so that they are effective?
  - Communicating about the meetings: Do you have any advice? Social channels? Where to hand out flyers? Etc.
  - Format of meeting? What do you think will be most effective?
  - Stakeholder fatigue. We are sensitive to this issue. Any advice?

### Question 2: How might this process disappoint you?

### Question 3: Anything else you think I should be thinking about? Considering? Any other advice you have that you have not provided already?

### Question 4: Optional / Some Asked: Who am talking to and who else I should talk with?

12/16/19-1/10/20: Sarah Rubin spoke with 39 stakeholders from 20 organizations.

Those calls informed the proposed approach. Approximately 5 more stakeholder calls took place in the two weeks following the initial calls.

# Relationship Development – More Tips



Be strategic and thoughtful about connecting

Meet in person if feasible  
Phone call  
Video meeting



Two-way relationships are most successful

Is there any tool or resource you can offer them (versus just being extractive)  
Is there something you can comment on or compliment them on? (Look at their newsletter(s), website, news articles, real life observation, etc.)



Messenger(s)

Should you do this meeting alone?  
Should two people do this relationship development?



# **Role Play**

# Relationship – Past Bad Experience

## Ideas for difficult situations

- Acknowledge difficult past
- Apologize as appropriate
- Ask what it would take to move forward
- Use “I” statements
- Only make commitments you can keep
- Be honest and transparent

(More on difficult situations tomorrow)



# Role Play





# Relationships— Person is Burnt Out

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Ideally meet in person

---

Start with Open Ended Questions

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Listen Deeply

---

Use Active Listening (Empathize)

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Make “pitch” for re-engaging if it feels appropriate

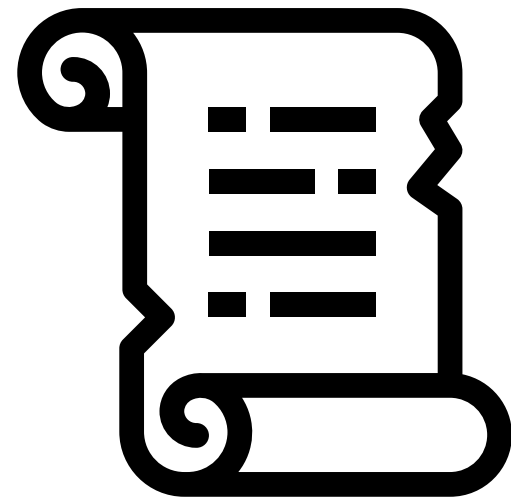
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Ask if you can check in again another time if there is no interest / bandwidth

---

NOTE: Ask if something big / crisis comes up can you reach out for limited advice?

# Your Prepared “Pitch” and Being Ready for “No”



## Create outline of what you hope For (with your “ask”)

- A (Ideal)
- B (something)
- C (face-saving)

## If they say “No” ....

- Ask if you can circle back if there is an urgent need
- Is there anyone else in the organization you can reach out to?
- If not them, who do they suggest you reach out to for a similar perspective?

## If they push you off... (“call me back in six months...”)

- Ensure your call to action is time bound
- Use “management” or another outside pressure (time/weather/ grant deadline) as a reason: AKA you don’t mean to be pushy (My management is urging me...)”)
- Explain you must go above them (in a nonthreatening way) (“In the spirit of transparency, I want to let you know I’ll likely be reaching out to your city manager’s office to ensure some folks in your leadership know about this resource”).

# For more ideas, you can check out the DOC's Public Engagement Model



California  
Department of  
Conservation

**Phase 1**  
**Reach Out  
and Listen**  
Ground  
yourself with  
the project

**Phase 2**  
**Understand  
and Learn**  
Explore  
sensitive  
issues

**Phase 3**  
**Build Out  
your Effort**  
Who, What,  
When,  
Where, How

**Phase 4**  
**Implement**  
Outreach,  
Authentic  
Engagement  
Efforts

**Phase 5**  
**Nurture  
Change**  
Report Back,  
Celebrate,  
Evaluate



# Setting Goals



**Wrap Up**



**THANK YOU**

Contact: Sarah Rubin  
[Sarah.Rubin@conservation.ca.gov](mailto:Sarah.Rubin@conservation.ca.gov)  
916-214-5731

# CLOSING REMARKS

*Christina Boggs-Chavira*

*California Department of Water Resources  
Sustainable Groundwater Management Office*



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SUSTAINABLE GROUNDWATER  
MANAGEMENT OFFICE

# What's Next

- 3/13 - Outreach & Engagement Training for Groundwater Sustainability Agencies: **How to Have the “Hard Conversations”**; Time: 10:00-11:30 a.m.
- 3/14 - GSA Reporting: Annual Reports, Periodic Evaluations, and Amendments to GSPs; Time: noon -1:00 p.m.
- 3/15 - Planning Ahead: Data Collection and Groundwater Modeling; Time: noon – 1:00 p.m.





# GWAW 2024 Next Steps

- Attend virtual talks and webinars later this week!
- Questions? Contact [sgmps@water.ca.gov](mailto:sgmps@water.ca.gov)





**THANK  
YOU**