

# California Water Plan Update 2013

# COLLABORATION PROCESS



# COLLABORATION ENHANCEMENTS

1. Expanded State Agency SC
2. Expanded Federal Involvement
3. Outreach Inventory
4. Increased Tribal Involvement
5. Increased Regional Involvement

# COLLABORATION ENHANCEMENTS

6. Focus on Advisory Committee
7. Caucus Structure
8. Increased Public Outreach to expand Water Plan Audience beyond the Water Community
9. Tailored Messaging

# STEERING COMMITTEE



- ADDITION of Coastal Commission and Ocean Protection Council
- Introduction of sub-committee work on state agency related issues
- Opportunities for expanded regional and caucus participation



# FEDERAL INVOLVEMENT

- Help and support of the Biodiversity Council
- Anticipated benefits –
- Coordination of Missions and Policies
- Strategic Investment and Cost-Sharing
- Better Use of Existing Resources
- More Efficient Engagement of Stakeholders

# HOW



- Establish a Federal Agency Network (FAN)
- Members attend State Agency Steering Committee, Advisory Committee and other relevant meetings when the issues discussed pertain to them and would benefit the participants
- Increase the coordination between federal involvement and tribal involvement

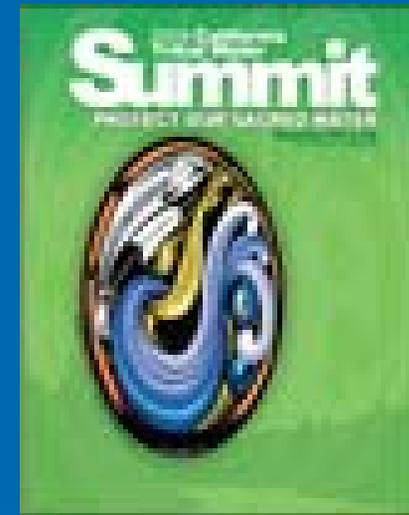
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- Plans Chapter

# INCREASED TRIBAL INVOLVEMENT

Continue existing efforts such as:

- Tribal Briefings and Regional Activities
- Tribal Summit in 2011-12 Timeframe
- Tribal Slot on Advisory Committee
- Native American Heritage Commission



## New

- Formal Structures for Tribal Input – including Tribal Advisory Committee
- Joint meetings with FAN and SC as appropriate

# METHODS

Summer 2010 outreach Tribes for feedback on structuring the new Tribal Advisory Committee by

- 1. Checking in with participants from the *Update 2009* Tribal Communication Committee and Tribal Water Summit Planning Team.
- 2. Distributing electronically the draft proposal for Tribal involvement in *Update 2013* to the Tribal Communication Listserve and inviting comments.

- 3. Distributing in hard copy a draft proposal for Tribal involvement in *Update 2013* to all federally-recognized and non-federally recognized Tribes on the list maintained by the California Native American Heritage Commission, and inviting their comments.
- 4. Distributing electronically (or in hard copy where needed) a draft proposal to participants in the 2009 Tribal Water Summit and inviting their comments.
- 5. Hosting a dedicated Tribal engagement workshop in August 2010, to review and comment on a draft proposal for Tribal involvement in *Update 2013*.

# INCREASED REGIONAL INVOLVEMENT

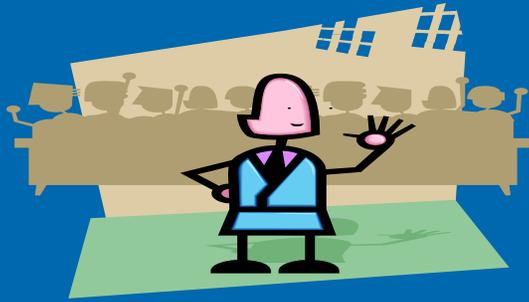


- Refine the types of information to be developed at the Regional Level and processes to accomplish the work.
- DWR to assign a regional coordinator to each of the 12 identified IRWM funding regions, with duties that include Water Plan coordination
- DWR creating a Regional Outreach structure and lead coordinator to ensure integration of efforts

# REGIONAL GOALS

Goals for *Update 2013* include:

1. Regions contribute data to be used in Regional Reports
2. Regional representation on the Advisory Committee
3. Increased intra-regional, and inter-regional networking
4. Active regional participation by Steering Committee and FAN agencies via their Regional Offices and structures



# Re-Chartered ADVISORY COMMITTEE

- 1. Includes Regional Representation as well as the interest based representation required by Water Code and organizations with a focus on the expanded Water Plan Topics
- 2. Supported by Interest Based Caucus structure and Regional Gatherings to provide topical and place-based perspectives.

ENVIRONMENTAL  
JUSTICE

LAND USE

AGRICULTURE

WATER QUALITY

LOCAL  
GOVERNMENT

NEAR COASTAL

WATERSHED



ADVISORY  
COMMITTEE

ACADEMIC/RESEARCH

ENVIRONMENTAL

WATER USE EFFICIENCY

WATER  
SUPPLIERS

HEALTH

TRIBAL

RECREATION

FLOOD

FISHERY

PLANNERS

PUBLIC  
INTEREST

BUSINESS

GROUND  
WATER

# Prominent Role for AC 2013

## PROCESS

- Regular Attendance at Working and Other Meetings, approximately every 6-8 weeks

### *Includes*

- Attendance at Interest Based and/or Regional Caucus or Gatherings
- Annual Plenary Sessions

## CONTENT

Focus on Water Plan enhancements including:

**Sustainability Indicators**, flood, near-coastal ecosystems and issues, land use, environmental water, data management, ETC. – **see full list of enhancements for more detail.**

# State Water Analysis Network (SWAN)



- Serves as the Water Plan Technical Advisory Committee
- Addresses Specific Technical issues including **Climate Change**, Information Exchange and Data Integrations, and Shared Analytical Tools and Methods
- All meetings open to public
- Incorporation of Shared Vision Planning in Update 2013

# CAUCUS STRUCTURE

- Advisory Committee (AC) Members are supported by Interest Based and/or Place Based Regional caucuses and gatherings to receive input about relevant Water Plan Topics
- **Caucuses and gatherings allow direct participation by a greater number of interested stakeholders on topics of specific interest without the demands of longer AC meetings**
- Convened as need and as interest dictates

# CAUCUS MEMBERS



- Volunteers
- Attend 2-4 hour meetings as needed to provide input on specific topics related to the Water Plan
- Receive communications and other materials similar to AC members
- Some Caucuses may be more active than others, depending on interest and topics to be discussed
- Encouraged to attend Plenary Sessions

# OUTREACH INVENTORY

- Compilation of existing meetings, conferences and other gatherings for which participants would benefit from receiving Water Plan information and/or the participants may be the best individuals to comment or work on Water Plan Topics.



# INVENTORY GOALS

Leverage existing meetings to:

- Increase the Water Plan audience
- Reduce the total number of meetings a single individual might need to attend
- Avoid schedule conflicts
- Create tool useful for all related initiatives



## INCREASED OUTREACH

- Increase Public Outreach and Communications to expand the Water Plan Audience beyond the Water Community.
- Using various communications methods being developed for Water Use Efficiency, Drought, and FloodSAFE efforts, move Update 13 information into greater use by decision makers and other Californians.

# TAILORED MESSAGING

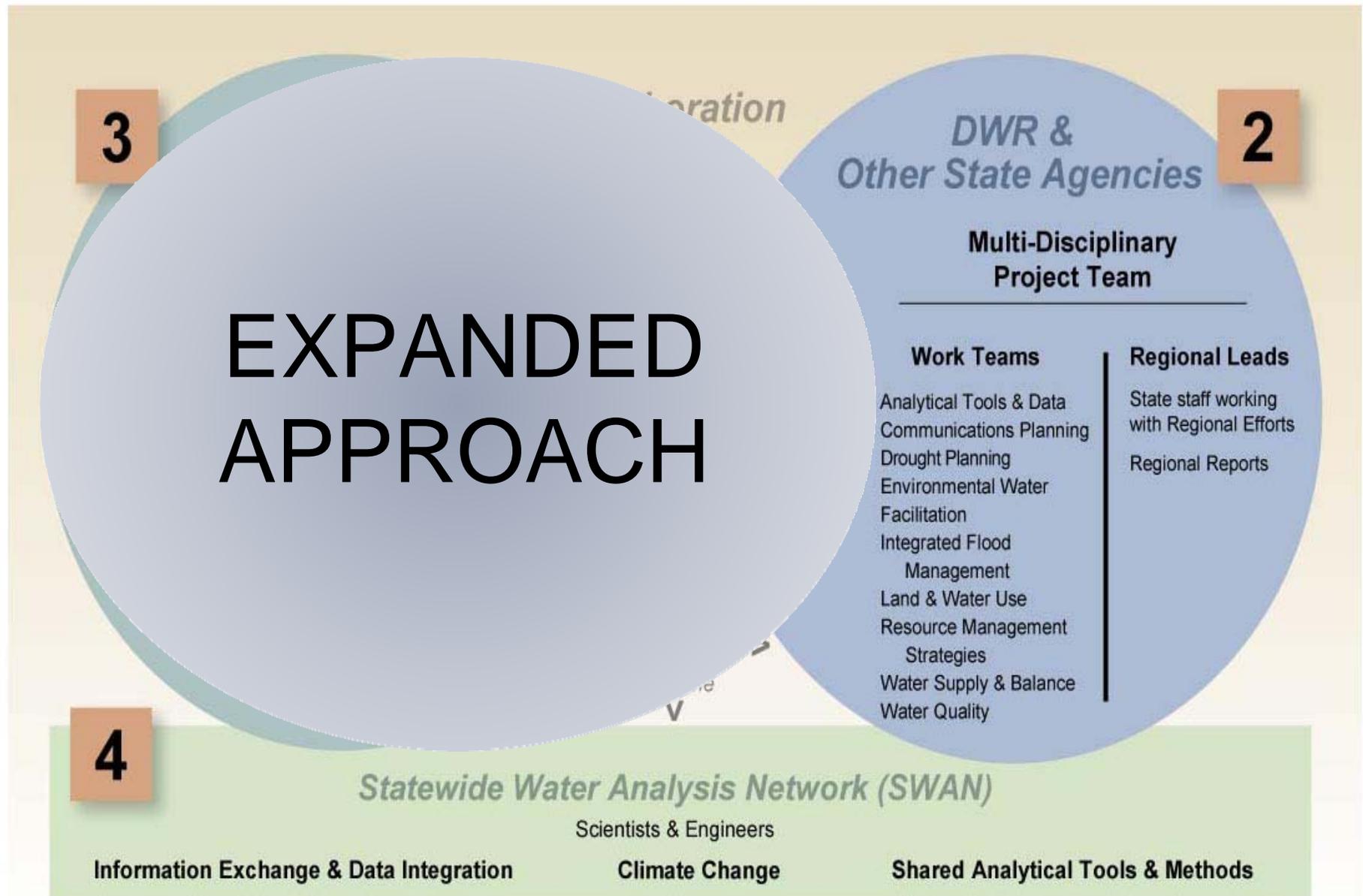


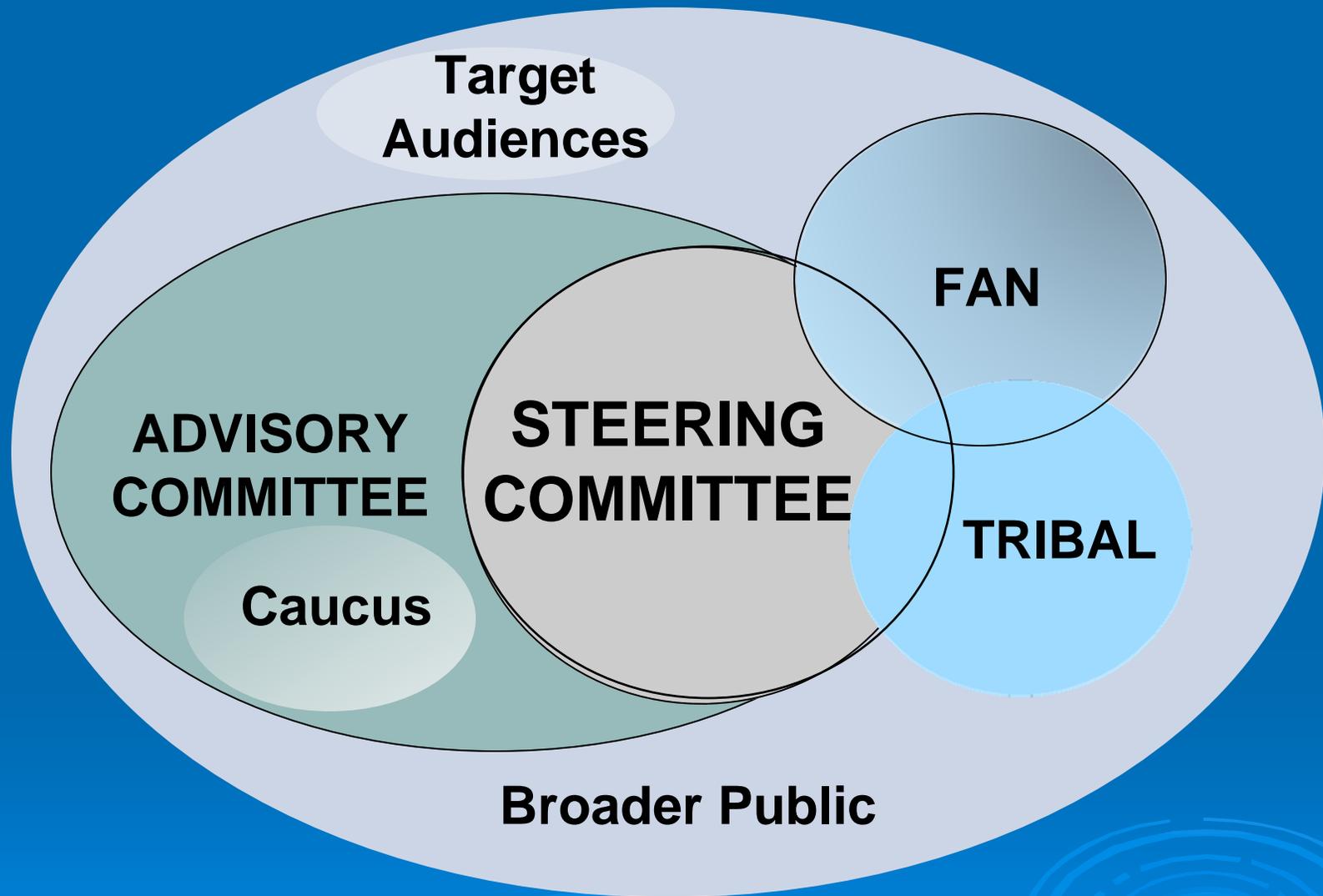
- Tailor messages to make information more accessible [relevant and readable] to a variety of targeted audiences

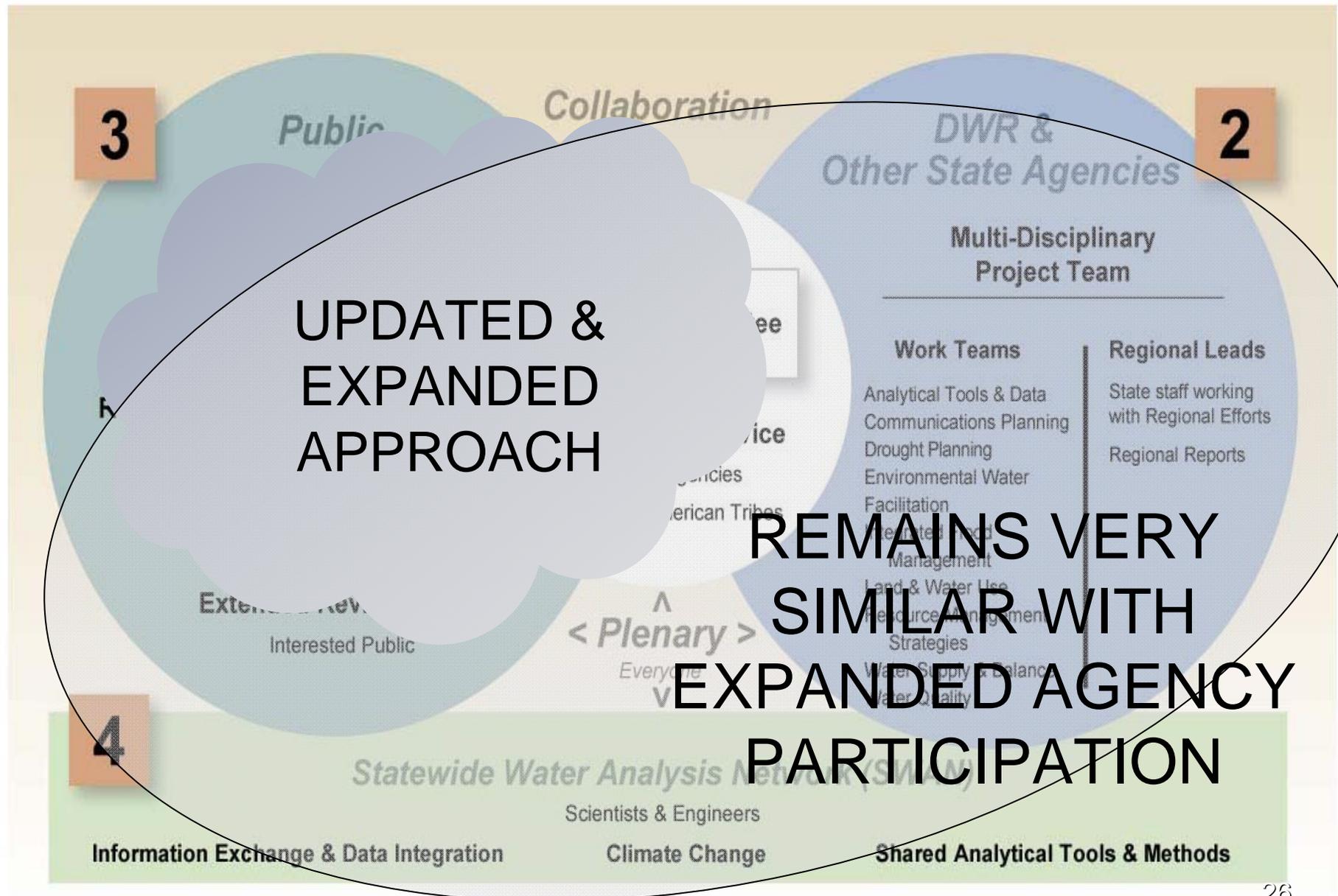
# AUDIENCE CENTRIC APPROACH

- Produce audience specific materials (for example expand use of tools like brochures distributed at professional or regional conferences tailored to topics of interest to that specific group)
- Use surveys, focus groups, polls, and the SC and AC among others to help formulate appropriate messages that support informed decisions by individuals and leaders.









# Other Outreach

Potential media outlets and resources include:

- **Print Media:** newspapers, newsletters, flyers, brochures, Press Releases, **Electronic Media:** Website, Multi-Media and Interactive Links, Maps Posting Web Banners on Partner Sites

Coordination with Academia , Bumper Stickers, Pins, Posters , eNews, Reflector lists, Web Portal Calendars and Materials , Presentation Sharing: Slideshare, Scribd, Video-Sharing: Multimedia, Youtube, Social News: Wikis, Digg, TED, Mixx, Social Networking: Facebook, Twitter, LinkedIn , Social Bookmarking: Stumbleupon, Delicious



QUESTIONS?

# QUESTIONS

1. What are your initial thoughts related to the proposal for Interest Based and Regional caucus structures?
2. Thinking about the various other proposals for collaboration – please provide your suggestions and thoughts on what we should keep in mind as we proceed.
3. Please provide any other advice you have on improving the collaboration process.