

Madera Subbasin

Stakeholder Communication and Engagement Plan

June 2018

NOTE: In order to ensure an adaptive, responsive approach to stakeholder outreach and engagement, it is intended that the components of this plan be developed in collaboration with the Madera Subbasin stakeholders, beginning with the GSA managers, board members, and staff. This process has already begun, and this version incorporates the results of that collaboration to date. The plan will be updated as the collaborative process continues.

Prepared by the California State University of Sacramento (CSUS)

Contents

Purpose.....	4
Overview and Background	4
Communication Plan Goals	5
Major Audiences	5
Table 1. Stakeholder Engagement Chart for GSP Development	6
Key Messages	7
Decision-Making.....	8
Figure 1. Opportunities for Stakeholder input re: GSA Decision-Making	9
Recommended Communication Strategies and Mechanisms	9
SGMA-Required Strategies	10
Centralized Outreach and Engagement Strategies	12
1. Develop and Maintain a List of Interested Parties	12
Figure 2. Technical Workshop and Roundtable Sequence	14
Figure 3. Workshop Planning Schedule.....	15
Table 2. SGMA GSA/GSP Stakeholder Constituency “Lay of the Land” Exercise	16
2. Maintain a Centralized Madera Subbasin Website	19
3. Provide Regular Public Notices and Updates; Ensure Brown Act Compliance ..	19
4. Provide Notices and Updates in Local Newspaper Periodicals	20
5. Institute Regular Stakeholder Outreach and Engagement Opportunities	21
6. Strategically Engage Local, Special SGMA Identified Groups.....	22
7. Develop and Update Subbasin Outreach and Engagement Resources Table	22
8. Develop Consistent, Coordinated Messages and Talking Points.....	22
Localized Outreach and Engagement Strategies.....	22
1. Utilize Local Agencies with Standing Meetings	23
2. Utilize Existing Local Agency Resources	24
3. Build on Strategies to Engage Local, Special SGMA Identified Groups	24
Stakeholder Roundtables: Process for Reporting Stakeholder Input to GSA	
Coordination Committee and Workgroups	24
Stakeholder Roundtable Structure	25
Recommended Milestones for Engaging Stakeholders	25
Table 3. Summary of Engagement Opportunities and Milestones	25
Evaluation and Assessment.....	32

Educational Materials	33
Table 4. Educational and Reference Documents for SGMA Implementation.....	33
Appendix 1: Opportunities for Engagement	35
Table A. Scheduled Meetings and Workshops	35
Table B. Recurring meetings of individual GSAs within the subbasin.	41
Appendix 2: GSAs within the Madera Subbasin	42
Figure A. Map of Madera Subbasin GSAs	42
Table C. Overview of the GSAs of the Madera Subbasin	44
Appendix 3: Tribal Engagement.....	47
Relevant DWR Information.....	47
Tribal Outreach Resources.....	47
Appendix 4: Meeting Locations.....	49
Table D. Meeting locations	49

Madera Subbasin Stakeholder Communication and Engagement Plan

June 2018

Purpose

The purpose of this Stakeholder Communication and Engagement Plan is to assist Madera Subbasin Groundwater Sustainability Agencies (GSAs) in their efforts to develop general and strategic communications to engage stakeholders in groundwater management activities.

Overview and Background

California's Sustainable Groundwater Management Act (SGMA) of 2014 requires broad and diverse stakeholder involvement in GSA activities and the development and implementation of Groundwater Sustainability Plans (GSPs) for 127 groundwater basins around the state, including the Madera Subbasin. The intent of SGMA is to ensure successful, sustainable management of groundwater resources at the local level. Success will require cooperation by all stakeholders, and cooperation is far more likely if stakeholders have consistent messaging of valid information and are provided with opportunities to help shape the path forward.

To that end, the intention of the Communication and Engagement Plan is to:

- Provide GSAs, community leaders, and other beneficial users a roadmap to follow to ensure consistent messaging of SGMA requirements and related Madera Subbasin information and data.
- Provide a roadmap to GSAs and community leaders to ensure stakeholders have meaningful input into GSA decision-making, including GSP development.
- Ensure the roadmap demonstrates a process that is widely seen by stakeholders as fair and respectful to the range of interested parties.
- Make transparent to stakeholders their opportunities to contribute to the

development of a GSP that can effectively address groundwater management within the Madera Subbasin.

- Ensure that information reaches all beneficial users who have an interest in the Basin.

Communication Plan Goals

The plan seeks to accomplish the following goals:

1. Educate stakeholders about:
 - A. SGMA and its requirements,
 - B. Individual GSAs within the Madera Subbasin,
 - C. Potential changes to current groundwater management under SGMA, and
 - D. How stakeholders will be represented in their GSAs.
2. Communicate important SGMA deadlines and dates.
3. Coordinate outreach and engagement activities between GSAs to ensure efficiency and to support stakeholders in GSP development.
4. Articulate strategies and channels for obtaining ongoing stakeholder input and feedback to inform GSP design and development.
5. Provide a roadmap to GSAs on ways to effectively and efficiently reach ALL elements of the population.
6. Encourage stakeholder engagement (e.g., by establishing dedicated SGMA outreach strategies and channels, communicating information about meeting and workshop dates and content, and highlighting all opportunities for stakeholders to provide input in the GSA decision-making process and GSP planning process).

Major Audiences

A Madera Subbasin stakeholder is a “beneficial user” as described by SGMA. Under the requirements of SGMA, all beneficial uses and users of groundwater must be considered in the development of GSPs, and GSAs must encourage the active involvement of diverse social, cultural, and economic elements of the population. Beneficial users, therefore, are any stakeholders who have an interest in groundwater use and management in the Madera Subbasin community. Their interest may be related to GSA activities, GSP development and implementation, and/or water access and management in general.

To assist in determining who the specific SGMA stakeholders and beneficial users are, DWR has created a Stakeholder Engagement Chart for GSP development in their 2017 *GSP Stakeholder Communication and Engagement Guidance Document*. The following table (Table 1) is based on the DWR chart, modified to fit the circumstances and

stakeholders of the Madera Subbasin. It can continue to be updated during the GSP planning process.

Table 1. Stakeholder Engagement Chart for GSP Development

Category of Interest	Examples of Stakeholder Groups ¹	Engagement purpose
General Public	<ul style="list-style-type: none"> • Citizens groups • Community leaders 	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 and agricultural) • Domestic users • Schools and colleges • Hospitals 	Inform and involve in assessing impacts to users
Urban/ Agricultural 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 in assessing impacts to users
Environmental and Ecosystem Uses	<ul style="list-style-type: none"> • Federal and State agencies: CA Dept. of Fish and Wildlife • Environmental groups 	Inform and involve to consider/incorporate potential ecosystem impacts to GSP process
Economic Development	<ul style="list-style-type: none"> • Chambers of commerce • Business groups/associations • Elected officials (Board of Supervisors, City Council) • 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: Fairmead Community and Friends, La Vina Residents, Líderes Campesinas, etc. 	Inform and involve to provide safe and secure groundwater supplies to all communities

¹ The groups and communities referenced are examples identified during initial assessment. GSA Interested Parties lists shall maintain current and more exhaustive lists of stakeholders fitting into these groups.

Category of Interest	Examples of Stakeholder Groups ¹	Engagement purpose
	<ul style="list-style-type: none"> • Small water systems • Environmental justice groups/community-based organizations: Leadership Council for Justice and Accountability, Self-Help Enterprises, Community Water Center, etc. 	reliant on groundwater
Tribes	<p>Federally Recognized Tribes and non-Federally Recognized Tribes with lands or potential interests in Madera Subbasin:</p> <ul style="list-style-type: none"> • Northfork Rancheria of Mono Indians of California • Picayune Rancheria of Chuckchansi Indians • Northfork Band of Mono Indians • Chaushilha Yokuts • Big Sandy Rancheria of Mono Indians of California • Cold Springs Rancheria of Mono Indians of California • Table Mountain Rancheria of California • Tule River Indian Tribe of the Tule River Reservation 	Inform, involve and consult with tribal government
Federal Lands	<ul style="list-style-type: none"> • Bureau of Reclamation (USBR) • 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

Key Messages

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

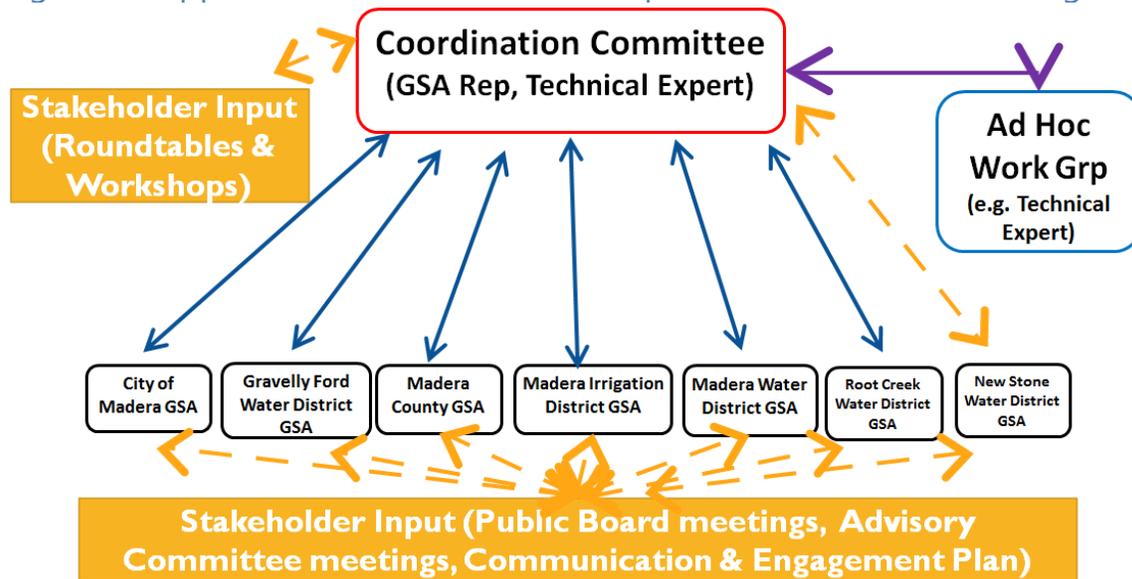
1. Seven GSAs have formed to ensure local control of groundwater management in the Madera Subbasin:
 - Madera County GSA
 - City of Madera GSA

- Madera Irrigation District GSA
 - Root Creek Water District GSA
 - Madera Water District GSA
 - Gravelly Ford Water District GSA, and
 - New Stone Water District GSA
2. Management elements include GSP decision-making, funding, implementation and enforcement.
 3. GSAs are committed to proactively and sustainably managing groundwater in the Subbasin.
 4. The GSP will manage water usage and impact on diverse groups of beneficial users, including, without limitation, disadvantaged communities, agricultural users, residential users, and environmental water uses.
 5. GSAs shall ensure compliance with SGMA to prevent state intervention.
 6. GSAs seek to coordinate efforts in managing their respective portions of the Subbasin to achieve compliance with SGMA.
 7. Six of the GSAs—Madera County GSA, City of Madera GSA, Madera Irrigation District GSA, Root Creek Water District GSA, Madera Water District GSA, and Gravelly Ford Water District GSA (hereinafter collectively referred to as Coordinating GSAs)—intend to develop a single GSP. New Stone Water District will develop a separate GSP.
 8. The Coordinating GSAs and New Stone Water District will enter into a coordination agreement to implement these GSPs.
 9. The GSAs are committed to proactive and transparent outreach and engagement with stakeholders and Subbasin community members during the GSP planning process, implementation, and beyond.

Decision-Making

The Madera Subbasin Coordinating GSAs shall be the primary decision-making bodies for the Madera Subbasin. These GSAs shall coordinate and develop recommendations for GSA decision-making through a Coordination Committee. GSAs and their staff representatives will engage with Subbasin stakeholders through the strategies outlined in this plan to help inform the GSAs’ decisions, including public participation stakeholder roundtables, GSP workshops, and public comment during Coordination Committee meetings and GSA Board meetings. While the Coordination Committee provides recommendations on GSP development, the GSA Boards shall serve as the final decision-makers for the Madera Subbasin. The following schematic (Figure 1) demonstrates the processes and opportunities for input that are intended to guide decision-making and stakeholder engagement in the Madera Subbasin.

Figure 1. Opportunities for Stakeholder input re: GSA Decision-Making



Recommended Communication Strategies and Mechanisms

This Communication and Engagement Plan is designed to meet the needs of the Subbasin as a whole. To maximize efficiency and support consistent messaging, it is appropriate that some outreach activities be conducted on a basin-wide level. However, it is also important to recognize that under SGMA each GSA has its own responsibility for engagement of the beneficial users within its boundaries.

To support the Subbasin as a whole, the GSP technical team will be responsible for basin-wide outreach planning and implementation. Examples include maintenance of a basin-wide Interested Parties list, emailed announcements of Technical Workshops and Roundtable meetings, and creation of meeting summaries for those meetings.

In addition, individual GSA representatives and staff will need to engage with their own stakeholders and will be responsible for tracking the needs of their local communities. GSAs will consider stakeholder input gathered from outreach efforts as they move through GSP development and implementation processes. Three sets of strategies are important to consider when planning outreach and engagement activities, included in the following categories:

1. **SGMA-required:** the law requires GSAs to undertake specific types of outreach and engagement activities.
2. **Essential strategies centrally communicated at the Subbasin and GSA service area level:** activities proven to successfully engage stakeholders.

3. Secondary strategies locally communicated at the GSA service area and beneficial user level: activities that will enhance engagement efforts on a local and as-needed basis. These strategies are recommended for engaging specific stakeholder groups.

SGMA-Required Strategies

SGMA strongly encourages broad stakeholder engagement in development and implementation of GSPs. According to SGMA:

- “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.” [CA Water Code Sec. 10727.8(a)]
- “The groundwater sustainability agency shall consider the interests of all beneficial uses and users of groundwater.” [CA Water Code Sec. 10723.2]

GSAAs are given broad discretion in the methods and processes utilized to meet engagement requirements, but the methods are required to “successfully” engage all stakeholders, including elements of the population that are hard to reach. SGMA explicitly authorizes GSAAs to form Public Advisory Committees if they choose, but does not require them to do so. The decision to form an advisory committee is left to the individual GSA based on the need and effectiveness of these processes within their communities. However, SGMA does have several GSA-specific requirements regarding public notice, public hearings, and public meetings. Requirements include:

1. Within 30 days of electing to be (or forming) a GSA, the GSA must inform the State of this development and its intent to manage groundwater sustainably. In doing so, the GSA must:
 - A. Include a list of parties who wish to receive “plan preparation, meeting announcements, and availability of draft plans, maps, and other relevant documents,” and
 - B. Explain how the interested parties’ perspectives will be considered, both during the development and operation of the GSA and during development and implementation of the GSP. This information must also be sent to the legislative bodies of any city and county in the area covered by the plan.

Illustrating the term “interested parties,” SGMA requires that GSAAs consider the interests of “all beneficial uses and users of groundwater,” along with entities expected to share responsibilities for implementing GSPs. As a starting point, SGMA specifies a number of types of “interested parties.” The GSA must maintain its list of interested parties on an ongoing basis. Anyone who wishes to be put on this list can do so upon making this request in writing. [CA Water Code Section 10730. (b) (2); 10723.2; 10723.4; and 10723.8. (a)]

2. GSAAs planning to develop a GSP must provide notice of their intent to do so to the public and the state before proceeding. The notice must describe opportunities

for interested parties to participate in the development and implementation of the GSP. This written notice must be provided to the legislative bodies of any city or county located within the basin to be managed by the GSP. [CA Water Code Section 10727.8. (a)]

Phase 1: 2015–2017

Phase 1 Engagement Requirements
<ul style="list-style-type: none"> • 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) <p>Notify DWR:</p> <ul style="list-style-type: none"> › Include list of interested parties › Explain how parties' interests will be considered <ul style="list-style-type: none"> • Pre-GSP Development §10727.8 <p>Provide a written statement describing how interested parties may participate to:</p> <ul style="list-style-type: none"> › DWR › Cities within the GSA boundary › Counties within the GSA boundary

Phase 2: 2017–2022

Phase 2 Engagement Requirements
<ul style="list-style-type: none"> • GSP Initial Notification §353.6* • GSP Preparation §10727.8 and §10723.2 <ul style="list-style-type: none"> › Encourage active involvement › Consider beneficial uses and users of groundwater when describing <i>Undesirable Results, Minimum Thresholds, and Projects & Actions</i> • GSP Communications Section §354.10* <ul style="list-style-type: none"> › 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* <ul style="list-style-type: none"> › Include a summary of communications: description of beneficial uses/users, list of public meetings, comments received/responses

3. A GSA seeking to adopt or amend a GSP must provide notice to cities and counties within the area encompassed by the proposed plan or amendment, and consider comments provided by the cities and counties. Cities and counties receiving the notice may request consultation with the GSA, in which case the GSA must accommodate that request within 30 days. The GSA also must hold a public hearing prior to adopting or amending a GSP. There must be at least 90 days between the notice issued to cities and counties and the public hearing. [CA Water Code Section 10728.4]
4. If a GSA intends to impose or increase a fee, it must first hold at least one public meeting, at which attendees may make oral or written comments. See below for requirements for public notice of the meeting:
 - a. Information about the time and place of the meeting and a general explanation of the topic to be discussed.
 - b. Public notice must be posted on the GSA's website and mailed to any interested party who submits a written request for mailed notice of meetings on new or increased fees. (The GSA must establish and maintain a list of interested parties, and the list is subject to renewal by April 1 of each year.)
 - c. The public notice must also be consistent with Section 6066 of the

Government Code.

- d. In addition, the GSA must share with the public the data upon which the proposed fee is based, and this must be done at least ten days before the public meeting takes place. [CA Water Code Section 10730.(b)(1),(2), and (3). (Note: Additional processes are required under Proposition 218 and 26 related to taxes; these processes are not currently referenced in this communication plan but shall be incorporated as relevant.)

Phase 3: 2018+

Phase 4: 2022+

Phase 3 Engagement Requirements	Phase 4 Engagement Requirements
<ul style="list-style-type: none"> • 60 Day Comment Period §353.8* <ul style="list-style-type: none"> › 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 	<ul style="list-style-type: none"> • Public Notices and Meetings §10730 <ul style="list-style-type: none"> › Before amending a GSP › Prior to imposing or increasing a fee • Encourage Active Involvement §10727.8

Engagement Requirements Applicable to ALL PHASES	
<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> › Before electing to be a GSA › Before adopting or amending a GSP › Prior to imposing or increasing a fee 	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> › May voluntarily agree to participate › See Engagement with Tribal Government Guidance Document • Federal Government §10720.3 <ul style="list-style-type: none"> › May voluntarily agree to participate

Centralized Outreach and Engagement Strategies

The following strategies are meant to ensure successful engagement of Madera Subbasin stakeholders during the GSP development and implementation process. These centralized activities should be conducted by all Madera Subbasin GSAs for purposes of efficiency and clear messaging. Individual Madera Subbasin GSAs are responsible for identifying and contributing appropriate staff and resources for outreach and engagement activities.

1. Develop and Maintain a List of Interested Parties

A list of stakeholders and beneficial users is to be developed and updated throughout the GSP planning, implementation and enforcement processes. Each GSA is required to

maintain its own list, however coordinating these lists into a single Subbasin list will improve stakeholder engagement.

Timely notification of opportunities for interested parties to participate in the development and implementation of the GSP should be given via the channels and strategies described in detail throughout this document. Primary channels are summarized as follows:

- Madera Subbasin Website: <http://www.maderacountywater.com>
- Madera Subbasin Listserv
- Madera Subbasin Social Media: <https://www.facebook.com/MaderaCounty/>
- Madera Subbasin Coordination Committee meetings and Roundtable sessions
- Madera Subbasin Technical Workshops
- Madera Subbasin Public Workshops
- Individual Madera GSA Board meetings and GSA Technical Advisory Committee meetings

Additional options for engagement include:

- County flyers
- Press (Newspaper notifications and SGMA articles)
- Engagement Partner events (community workshops, community meetings, etc.)
- Educational tours/field trips

The primary format for engagement in GSP development will involve the Technical Workshops and Coordination Committee Roundtables. This process is outlined in Figures 2 and 3, *Technical Workshop and Roundtable Sequence* and *Workshop Planning Schedule*, and the Opportunities for Engagement table in Appendix 1 provides the dates, topics, and locations for Technical Workshops and Roundtables (as well as other engagement opportunities and relevant meetings).

Figure 2. Technical Workshop and Roundtable Sequence

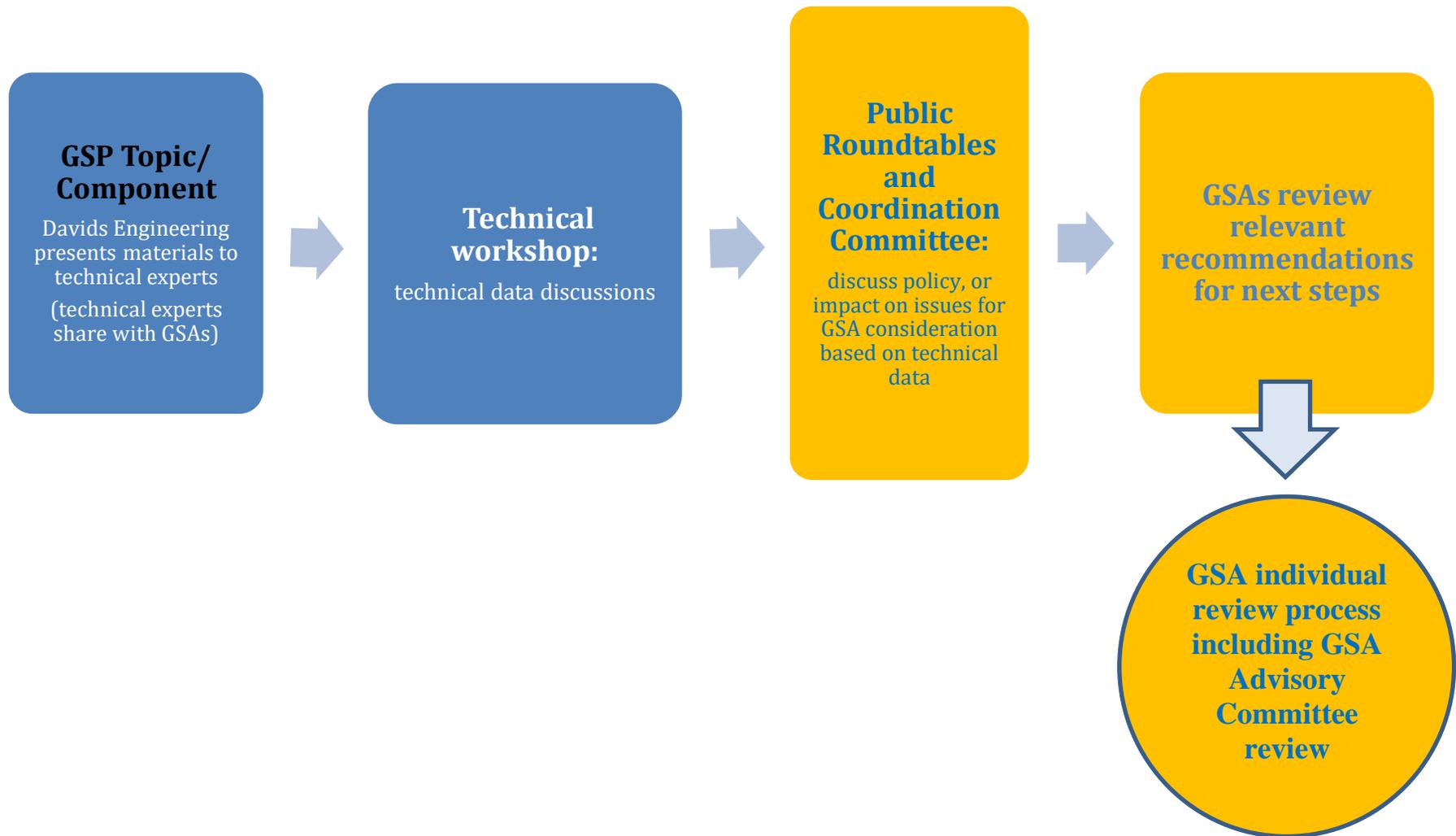
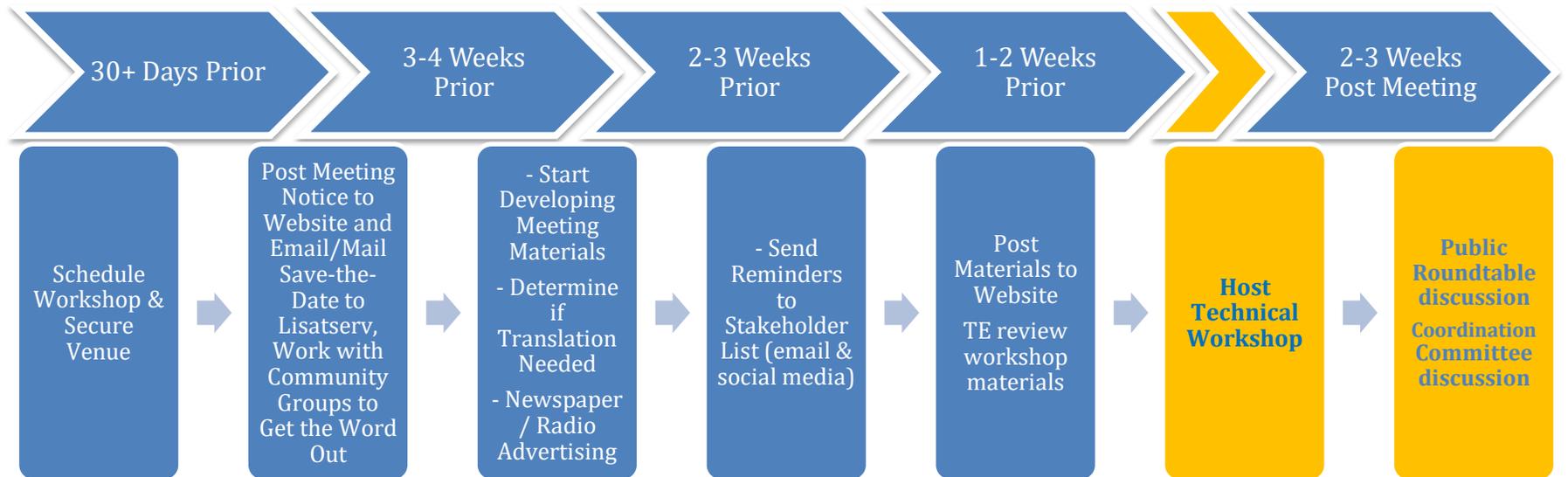


Figure 3. Workshop Planning Schedule

Workshop Planning Schedule



To assist in determining the topics, types, and sequencing of outreach vis-à-vis specific stakeholder interests, DWR has recommended conducting a “Lay of the Land” exercise. Table 2, below, was developed based on stakeholder assessment conversations conducted in the Madera Subbasin.

Table 2. SGMA GSA/GSP Stakeholder Constituency “Lay of the Land” Exercise

Organization /Individual	Type of Stakeholder	Key Interests	Key Issues	GSP	Rationale
<i>(Name of stakeholder organization or individual)</i>	<i>(based on water code §10723.2)</i>	<i>(stakeholders’ key interests related to groundwater)</i>	<i>(documented issues (media coverage, statements, reports, etc.) or specific issues such as past events)</i>	<i>(which section(s) of the GSP may this interest be applicable to?)</i>	<i>(reasons why this is a stakeholder that requires a certain level of engagement)</i>
Fairmead Community and Friends, point of contact Vickie Ortiz	DAC	Access to safe and affordable drinking water Affordability and reliability of water	Engagement and capacity building in decision-making	Interested in all elements of SGMA Key interests: basin setting, sustainable management criteria (i.e., undesirable results and minimum thresholds), monitoring networks, projects and management actions	Impacted stakeholder and beneficial user of groundwater
Individual GSA/water provider	All	All	All	All	All

customers					
Madera Farm Bureau, point of contact Christina Beckstead	Agricultural interest	Affordable and consistent availability of water for agricultural uses, maintain community culture	Formed an advisory group, identified interested party, participates in media coverage	All sections, especially technical standards, plan areas, basin setting, sustainable management criteria (i.e., undesirable results and minimum thresholds), monitoring networks, projects and management actions	Impacted stakeholder and beneficial user of groundwater
Valley Children's Hospital, points of contact William Chaltraw and Jesse Hutchins	Industry	Water apportionment	Engagement and role in decision-making	Basin setting, sustainable management criteria (i.e., undesirable results and minimum thresholds), monitoring networks, projects and management actions	Beneficial user of groundwater
Self-Help Enterprises, point of contact Abigail Solis	DAC	Access to safe and affordable drinking water	Engagement and capacity building in decision-making	Interested in all elements of SGMA Key interests: basin setting,	Impacted stakeholder and beneficial user of groundwater

				sustainable management criteria (i.e., undesirable results and minimum thresholds), monitoring networks, projects and management actions	
Líderes Campesinas	DAC	Access to safe and affordable drinking water	Engagement and capacity building in decision-making	Basin setting, sustainable management criteria (i.e., undesirable results and minimum thresholds), monitoring networks, projects and management actions	Impacted stakeholder and beneficial user of groundwater

It is important to note that during the Madera Subbasin stakeholder interests and concerns assessment phase, conducted during Fall 2017, most beneficial users expressed concern regarding their role in GSA decision-making, requesting clear pathways and opportunities for their voices and interests to be meaningfully included in the GSP planning and implementation process. Mutual water companies, farmers, disadvantaged communities, schools, hospitals, and others want to ensure they are able to weigh in on decisions and plans that impact their interests and needs in sustainable groundwater use. As a way of balancing the needs for an inclusive process that considers the needs and perspectives of all beneficial users along with an efficient and effective GSP planning process, see the section on *Stakeholder Roundtables*.

2. Maintain a Centralized Madera Subbasin Website

<http://www.maderacountywater.com>

The County has allocated staff and resources to maintain a Subbasin website with information about Madera Subbasin-wide planning efforts related to SGMA, such as joint GSP planning activities and meetings and other relevant information. While individual GSAs may seek to maintain separate websites, a centralized location for activities that are subbasin-wide or related to the Coordinating GSAs GSP development will demonstrate coordination and provide consistency in messaging.

The following are recommendations for the Madera Subbasin website:

A. Resources and Materials:

- i. Links to external sites (Department of Water Resources and State Water Resources Control Board)
- ii. Links to individual GSA websites, relevant blogs, etc.
- iii. Frequently Asked Questions (FAQ) and/or white papers
- iv. GSA documents (MOUs, by-laws, etc.)
- v. GSP documents (draft GSP documents, notices and meeting calendars for GSP workshops)

B. Recommended Structure:

- i. Provide a one-stop location for Coordinating GSAs
- ii. Include tabs for information specific to each GSA, including service areas (if applicable), maps, GSA Board meetings, updates, and opportunities for stakeholder input

3. Provide Regular Public Notices and Updates; Ensure Brown Act Compliance

Coordinate consistent messaging and outreach regarding SGMA information and updates as they relate to Madera Subbasin.

A. Topics to be noticed include and are not limited to:

- i. GSP development and planning updates
- ii. GSP implementation and enforcement updates
 - o GSP workshops
 - o GSP work plan and timeline
- iii. General GSA updates, including without limitation:
 - o GSA Board meetings
 - o Coordination Committee meetings
 - o Public workshops and/or stakeholder roundtables

- GSA annual reports
 - Other SGMA related updates
- B. Schedule notices to be sent on a regular schedule, for example bi-monthly, monthly, or as needed
- i. Meetings subject to the Brown Act, such as GSA Board meetings, Coordination Committee Meetings, and others, must provide public notice and post an agenda 72 hours in advance of each regularly scheduled meeting (emergency meetings require 24-hour advance notice)
- C. Develop content appropriate to the audience and their interests, ensuring information is articulated in a way that is easily understood
- i. Notices to community members with less SGMA or technical experience should be easily understood, with streamlined, relatable, and repetitive information
 - ii. Updates and messages should be condensed to one page when possible, providing a succinct summary of the issues discussed, and including links for further or additional information
 - iii. As applicable, specific items should have an estimated timeline and a designated point of contact, including the person’s position, email and telephone number
 - iv. Updates and information are needed in both English and Spanish
- D. Designate responsible staff and appropriate resources for ongoing inter-agency coordination regarding joint messaging, consistent outreach, and communication with stakeholders
- E. Determine appropriate dissemination channels
- i. Utilize Constant Contact or a similar email marketing platform for management of interested party stakeholder lists
 - ii. Utilize member agency listservs delivered via standard email and/or U.S. Mail, e.g., inclusion in water bills, tax assessor documents, etc.
 - iii. Utilize updated interested party stakeholder list for Madera Subbasin, including organizations and agencies such as the Farm Bureau, DAC groups, schools, hospitals, utilities, mutual water companies, neighborhood groups, and local non-profits such as Self-Help Enterprises and Leadership Counsel for Justice and Accountability

4. Provide Notices and Updates in Local Newspaper Periodicals

Notices can take the form of Public Notices, Op-Ed articles, Letters to the Editor, Advertisements or Earned Media.

- A. Send information and/or media releases to regional and local media outlets and contacts

- i. KMJ radio is considered a trusted media source in the region
 - ii. Organization and community newsletters and periodicals
 - iii. Identify trusted bi-lingual and/or Spanish speaking media outlets
- B. Provide follow-up or wrap-up articles written by staff when appropriate
- C. Include notices for:
 - i. Public workshops
 - ii. Specific stakeholder meetings (targeted or special topic meetings)
 - iii. GSA Board meetings
 - iv. Coordination Committee meetings
 - v. Other standing meetings of particular interest related to SGMA
 - vi. GSP development and planning updates
 - vii. GSP implementation and enforcement updates
 - viii. General GSA and SGMA related updates

5. Institute Regular Stakeholder Outreach and Engagement Opportunities

It is critical that stakeholders and beneficial users are provided regular opportunities for their input to be incorporated into GSA governance and decision-making processes, and that they understand exactly how they are able to contribute to the GSP planning and implementation processes.

Stakeholder engagement opportunities include but are not limited to:

- A. Standing Operations Meetings
 - i. GSA Board meetings
 - ii. Coordination Committee meetings
 - iii. GSP Technical Workshops
- B. Public Workshops and Roundtables (see section on *Stakeholder Roundtables*)
 - i. Schedule workshops and roundtables bi-monthly or as needed
 - a. Schedule in evenings and/or near community areas as feasible
 - ii. Provide translation and facilitation services in English and Spanish
 - iii. Public workshop or roundtable content includes but is not limited to:
 - a) Updates on GSA coordination activities
 - b) SGMA 101 workshops
 - c) Updates on GSP development and planning activities
 - d) Opportunities for interested parties to participate in the development and implementation of the GSP (i.e., technical workshops on specific GSP components)
 - e) Notice of GSA intent to adopt or amend a GSP
 - f) Updates on groundwater management activities in the Subbasin

- g) Notice to impose fees

6. Strategically Engage Local, Special SGMA Identified Groups

Develop a targeted communication strategy to engage difficult-to-reach communities and community members that will be impacted by SGMA. This may include additional activities for specific beneficial users (e.g., posting notices or door-to-door engagement, speaking at pre-existing community meetings) and/or coordination with existing advisory groups or non-profit organizations as part of roundtable discussions.

7. Develop and Update Subbasin Outreach and Engagement Resources Table

Assess and define Coordinating GSAs' outreach tools and resources available for Subbasin-wide outreach and engagement activities.

8. Develop Consistent, Coordinated Messages and Talking Points

Define the key messages needed to effectively convey SGMA-related information to various audiences, and ensure consistency in a coordinated outreach effort to all stakeholders.

- A. For each topic being discussed (see work plan), develop a set of talking points that can be used by GSA members when speaking to specific stakeholder groups or audiences. Talking points and messaging may be customized to specific stakeholder groups as appropriate.
- B. Develop tools, such as a glossary and a SGMA 101 information piece, that contain easy-to-understand information as well as responses to anticipated questions from stakeholder groups. Consider developing simple brochures and short videos.
- C. Identify and communicate opportunities for public engagement and/or public comment during meetings on GSP development.
- D. Provide clear messaging that GSAs retain legal responsibility for final GSA- and GSP-related decisions.

Localized Outreach and Engagement Strategies

While consistent messaging is to be coherently coordinated at the Subbasin level, specifically among the Coordinating GSAs, localized outreach is to be coordinated at the GSA level through existing, trusted channels.

1. Utilize Local Agencies with Standing Meetings

The most effective way to inform and engage many stakeholders and beneficial users regarding SGMA requirements and soliciting feedback is through trusted local agencies and community organizations with standing meetings and established communication channels.

- A. Support local agencies and community organizations in disseminating information and engaging stakeholders in the following ways:
 - i. During standing board and/or community meetings
 - ii. Through monthly information pieces in newsletters or included in bills
 - iii. By disseminating information in both English and Spanish
- B. Local trusted agencies and community organizations include but are not limited to:
 - i. Madera Farm Bureau
 - ii. Mutual water companies
 - iii. Leaders in DAC communities such as Fairmead
 - iv. Growers associations and industry organizations (such as wine and dairy)
 - v. Resource conservation groups
 - vi. Local non-profits (such as Self-Help Enterprises, Community Water Center, and Leadership Counsel for Justice and Accountability)
 - vii. Local hospitals and schools
- C. Leverage local, trusted resources for community meetings, such as schools, churches, and community centers
- D. Organize public meetings around concrete impacts to specific stakeholders, including:
 - i. SGMA 101 workshop(s) to inform stakeholders of important changes in groundwater management and how it will impact them
 - ii. Meetings that detail when and how opportunities to provide input to the GSA decision-making and GSP development processes will occur
 - iii. Public meetings regarding fee structures to help people understand how to interpret the impacts on them
- E. Make information and meetings accessible to various stakeholder groups
 - i. Provide information in easy-to-understand and streamlined terms
 - ii. Provide information and facilitation in both English and Spanish
 - iii. Hold meetings during hours that do not conflict with regular work schedules (i.e., nights and weekends)

2. Utilize Existing Local Agency Resources

Effectively inform and engage diverse beneficial users in SGMA through trusted local agencies and community organizations with existing communication channels such as newsletters, websites, and social media.

- A. Disseminate consistent, coordinated messages and talking points through existing local newsletters, websites, and social media
- B. Customize messages to audiences, providing easy-to-understand updates
- C. Provide information in both English and Spanish (most websites and social media allow users to set preferred translation)

3. Build on Strategies to Engage Local, Special SGMA Identified Groups

To build on the Basin-wide outreach referenced above, each GSA will need to develop additional locally-targeted communication strategies to engage difficult-to-reach communities and community members that will be impacted by SGMA. Groups include Disadvantaged Communities (DACs), underrepresented communities, Latino communities, and remote private pumpers.

As mentioned above, some groups may need to be engaged through channels that do not require internet access, via door-to-door outreach and other opportunities for face-to face engagement.

Stakeholder Roundtables: Process for Reporting Stakeholder Input to GSA Coordination Committee and Workgroups

Madera Subbasin GSAs recognize that stakeholder input into the development and implementation of a GSP is critical for GSP acceptance and successful implementation, as well as a SGMA requirement. As such, Stakeholder Roundtables have been identified as the best method to incorporate Madera Subbasin stakeholder/beneficial user input into the GSP development and implementation process.

The circumstances of the Madera Subbasin are such that each of the seven (7) GSAs has vastly different resources, responsibilities, capacities, and stakeholder representation to consider as they form Subbasin committees and workgroups, and coordinate among themselves for the GSP. There is a need to identify tools and processes whereby GSAs and their beneficial users are given fair representation while the resources and capacities of each GSA, as well as beneficial users, are taken into account.

To this end, voluntary participation in Stakeholder Roundtables held in conjunction with Coordination Committee meetings (who will then make recommendations to GSA Boards) is a fair process that provides stakeholders the ability to gather information, share perspectives, and deliberate about options that would best serve the needs of the community at large as the GSP is developed and implemented.

Stakeholder Roundtable Structure

1. **Timing:** As feasible, Roundtables will be held immediately prior to and in the same venue as Coordination Committee meetings where recommendations are made to GSAs. (Coordination Committee meetings will be open to the public and subject to the Brown Act, as will GSA Board meetings.)
2. **Notice:** Roundtables will be noticed concurrently with regularly scheduled Coordination Committee meetings, ideally 2-3 weeks in advance.
3. **Participation:** All interested Madera Subbasin stakeholders/beneficial users are invited to participate. At least one Coordination Committee member will attend all Roundtable meetings.
4. **Process:** Roundtables will be facilitated, participatory workshops allowing for stakeholder input to be heard and recorded.
5. **Financing:** Roundtables will be dependent upon identification of resources to support them, determined by GSAs.

See Figure 2 above for details on process.

Recommended Milestones for Engaging Stakeholders

To employ the Stakeholder Communication and Engagement Plan effectively, Madera Subbasin GSAs will need to develop a schedule for outreach and engagement activities. The below table (Table 3) identifies milestones required by SGMA, as well as centralized and localized engagement strategies. This schedule shall be updated into a task-oriented work plan and timeline as communication and engagement tasks are allocated.

Table 3. Summary of Engagement Opportunities and Milestones

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
Shortly after GSA formation	After identification of outreach responsibilities among GSA member agencies		<ul style="list-style-type: none"> • Provide notice of GSA outreach resources: website, email listserv, calendar of GSA Board meetings,

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
			<p>Technical Advisory meetings, and GSA Coordination Committee meetings</p> <ul style="list-style-type: none"> • Develop list of interested parties, to be maintained throughout GSP planning, implementation, and enforcement process
Before GSP planning activities	Prior to beginning GSP development	Provide to the public and State notice of intent to begin GSP planning and description of opportunities for interested parties to participate in GSP development and implementation	<ul style="list-style-type: none"> • Public workshop on SGMA and general GSP development information (e.g., required components of a GSP, how sustainability indicators are developed, etc.) • Email notice and updates • Newspaper notice of public workshop
Between Notice of GSP Planning and August 30, 2019	During GSP development	Public workshops and other opportunities providing stakeholder avenues to participate in GSP	<p><i>Centralized:</i></p> <ul style="list-style-type: none"> • Public workshops on GSP development. See topics for GSP development (e.g., basin conditions,

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
		development	<p>GSP roadmap, etc.)</p> <ul style="list-style-type: none"> • Stakeholder Roundtables, held in conjunction with Coordination Committee meetings • Email notice of public workshops • Newspaper notice of public workshops <p><i>Localized:</i></p> <ul style="list-style-type: none"> • Make time in standing meetings for updates and information on GSP development • Develop newsletter updates • Disseminate updates via websites and social media
Between Notice of GSP Planning and August 30, 2019	During GSP development	Active involvement of diverse social, cultural, and economic elements of the population within the Subbasin	<p><i>Centralized:</i></p> <ul style="list-style-type: none"> • Provide monthly email notices and updates • Update website regularly • Convene monthly or bimonthly meetings of GSA

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
			<p>Coordination Committee and Technical Advisory Committee</p> <ul style="list-style-type: none"> • Convene quarterly or monthly meetings of GSA Board • Identify and communicate opportunities for public engagement and/or public comment during meetings on GSP development, (providing clear messages that GSAs retain legal responsibility for final GSA and GSP related decisions) • Develop consistent, coordinated messages and talking points to effectively convey SGMA-related information to various audiences • Arrange for technical support to stakeholder groups through presentations or

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
			<p>workshops conducted by GSA representatives/staff</p> <ul style="list-style-type: none"> • Develop content appropriate to the audience and their interests, ensuring information can be easily understood • Update area legislative bodies at strategic mileposts (and any other groups upon request) • Utilize updated interested party stakeholder list, member agency listservs delivered via email and/or U.S. Mail, and other media outlets such as newspaper and radio to provide notices • Strategically engage local, special SGMA identified groups <p><i>Localized:</i></p> <ul style="list-style-type: none"> • Utilize local channels and meetings to identify and communicate

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
			<p>opportunities for public engagement and/or public comment during meetings on GSP development</p> <ul style="list-style-type: none"> • Leverage and support local agencies and community organizations in disseminating information and engaging stakeholders, including through existing community meetings, newsletters, websites, and social media • Organize public meetings around concrete impacts to specific stakeholders • Develop additional, locally-targeted communication strategies to engage difficult-to-reach communities and community members

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
GSP adoption no later than January 31, 2020	Prior to GSP adoption or amendment	<ul style="list-style-type: none"> ○ Provide notice to cities and counties within area encompassed by the proposed plan or amendment ○ Consider comments provided by the cities and counties ○ Accommodate requests for consultation received from the cities and counties within 30 days 	SEE ABOVE
GSP adoption no later than January 31, 2020	Prior to GSP adoption or amendment	No sooner than 90 days following public notice, hold public hearing/ public workshop	SEE ABOVE
Prior to GSA imposing fee or increasing fee	If GSA intends to impose or increase a fee	<ul style="list-style-type: none"> ○ Provide public with access to the data serving as the basis for the proposed fee, the time and place of explanatory public meeting, 	SEE ABOVE

Timeframe	Milestone or Stage	Required Community Engagement Under SGMA	Centralized & Localized Communication Strategies
		<p>and general explanation of topic to be discussed. Post on project website and mail to any interested party who submits written request for mailed notice of meetings on new or increased fees.</p> <ul style="list-style-type: none"> ○ No sooner than 10 days following public notice, hold a public meeting 	

Evaluation and Assessment

Any communication strategy should include opportunities to check in at various points during implementation to ensure that it is meeting the communication and engagement goals and complying with SGMA law. These check-ins can include:

- ✓ What worked well
- ✓ What didn't work as planned
- ✓ Meeting recaps with next steps
- ✓ Listing lessons learned ... and developing mid-course corrections
- ✓ (As relevant) Communications budget analysis

Educational Materials

DWR has developed various educational materials about SGMA and GSA/GSP development. In addition to DWR materials, academic institutions and foundations have published useful reports about SGMA implementation. While not comprehensive, Table 3 lists some essential SGMA educational and reference materials.

Table 4. Educational and Reference Documents for SGMA Implementation

Educational/Reference Document Titles	Publishing Entity	Date/Year of Publication
Groundwater Sustainability Agency Frequently Asked Questions http://www.water.ca.gov/groundwater/sgm/pdfs/DWR_GSA_FAQ_2016-01-07.pdf	DWR	January 7, 2016
Groundwater Sustainability Plan (GSP) Emergency Regulations Guide http://www.water.ca.gov/groundwater/sgm/pdfs/GSP_Final_Regs_Guidebook.pdf	DWR	July 2016
Collaborating for Success: Stakeholder Engagement for Sustainable Groundwater Management Act Implementation http://waterfoundation.net/wp-content/uploads/2015/07/SGMA_Stakeholder_Engagement_White_Paper.pdf	Community Water Center Clean Water Fund Union of Concerned Scientists	July 2015
The 2014 Sustainable Groundwater Management Act: A Handbook to Understanding and Implementing the Law http://www.watereducation.org/sites/main/files/file-attachments/groundwatermgthandbook_oct2015.pdf	Water Education Foundation	October 2015

Educational/Reference Document Titles	Publishing Entity	Date/Year of Publication
SGMA Engagement With Tribal Governments https://www.water.ca.gov/LegacyFiles/groundwater/sgm/pdfs/GD Tribal Final 2017-06-28.pdf	DWR	June 2017

Appendix 1: Opportunities for Engagement

The following tables present a schedule of meetings that provide opportunities for engagement, including:

- **Madera Subbasin Public/Technical Workshops:** Technical presentations made by GSP preparation consultants
- **Madera Subbasin Public Roundtable/Coordination Committee Meetings:** Opportunities for local stakeholders to discuss the technical aspects of development and make the required decisions to move the technical process forward. Generally, the GSP Preparation Consultants will not attend the Public Round Table/Coordination Committee meetings, though for certain topics if deemed useful by the Plan Manager, the GSP Preparation Consultants may attend a few of these meetings.
- **Community Meetings:** Meetings that are not SGMA/GSP-specific, but at which information about the GSP will be presented (e.g., standing board meetings)
- **Individual GSA Meetings (*see Table B for recurring schedules*):** Meetings of the individual GSAs within the subbasin.² The Madera Subbasin GSAs that are participating in developing this GSP include:
 - Madera County GSA
 - City of Madera GSA
 - Madera Irrigation District GSA
 - Root Creek Water District GSA
 - Madera Water District GSA
 - Gravelly Ford Water District GSA
 - New Stone Water District GSA

Table A. Scheduled Meetings and Workshops

Date	Meeting Purpose/Topics	Time & Location	Meeting Type
12/7/2017	GSP development kick-off, basin setting, basin boundary water budget	9:30 am-1:00 pm Madera County Conference Room	Public/Technical Workshop

² See Appendix 2 for more information about each GSA.

Date	Meeting Purpose/Topics	Time & Location	Meeting Type
4/23/2018	<p>Discuss Coordination Agreement requirements</p> <p>Review criteria for determining management areas</p> <p>Decision criteria discussions generally</p>	<p>9am-12 pm</p> <p>Madera County Board Room</p> <p>Board Chambers, 200 W. 4th Street, Madera, CA</p>	Public Roundtable/Coordination Committee
5/9/2018	Standing meeting of the Madera County Subbasin Advisory Committee	<p>6:00 p.m.</p> <p>County Government Center, 200 W. 4th Street, Room 3005, Madera, CA 93637</p>	Community Meeting
5/24/2018	Discuss management areas, base period, GSA water budgets, projects and management actions	<p>1-4pm</p> <p>Madera County Board Room</p> <p>Board Chambers, 200 W. 4th Street, Madera, CA</p>	Public/Technical Workshop
6/25/2018	Fairmead Board Meeting		Community Meeting
	La Vina focus group		
6/25/2018	Discuss GSA water budgets, approve management areas, base period and projects and management actions for detailed evaluation	<p>1-4pm</p> <p>Madera Farm Bureau</p> <p>1102 S. Pine Street, Madera, CA</p>	Public Roundtable/Coordination Committee

Date	Meeting Purpose/Topics	Time & Location	Meeting Type
7/19/2018	Basin Setting, HCM, GW Conditions, Sustainability Goals, Undesirable Results, Minimum Thresholds, GDEs	TBD	Public/Technical Workshop
8/2/2018	SGMA 101 Workshop hosted by City of Madera, Self-Help Enterprises and Leadership Council for Justice & Accountability	5:30 pm – 7:30 pm Frank Bergon Senior Center Multi-purpose Room 238 S D St Madera, CA	Public/Technical Workshop
8/8/2018	Standing meeting of the Madera County Subbasin Advisory Committee	6:00 p.m. County Government Center, 200 W. 4th Street, Room 3005, Madera, CA 93637	Community Meeting
8/16/2018	Discuss sustainability goals, undesirable results, minimum thresholds, GDEs Define coordination elements for Madera Subbasin Coordination Committee	TBD	Public Roundtable/Coordination Committee
Early Sept	Adjacent Subbasin Meeting (Kings/Delta-Mendota/Chowchilla):	TBD	

Date	Meeting Purpose/Topics	Time & Location	Meeting Type
	Technical approach/framework, boundary conditions		
9/20/2018	Approve sustainability goals, undesirable results, minimum thresholds, GDEs definition	TBD	Public Roundtable/Coordination Committee
10/18/2018	GW Model--selection and refinement, interbasin technical framework, projects and management actions Madera Coordination Committee Agreement provisions approved (without data components)	TBD	Public/Technical Workshop
11/7/2018	Standing meeting of the Madera County Subbasin Advisory Committee	6:00 p.m. County Government Center, 200 W. 4th Street, Room 3005, Madera, CA 93637	Community Meeting
11/15/2018	Discuss interbasin technical framework, projects and management actions	TBD	Public Roundtable/Coordination Committee
12/20/2018	Approve interbasin technical framework, projects and management actions	TBD	Public Roundtable/Coordination Committee

Date	Meeting Purpose/Topics	Time & Location	Meeting Type
Jan 2019	Adjacent Subbasin Meeting (Kings / Delta-Mendota / Chowchilla): Finalize consistent minimum thresholds	TBD	
1/17/2019	Future conditions with projects/management actions, costs, GW model results, sustainable yield, DMS Evaluation	TBD	Public/Technical Workshop
TBD	Recommended: Madera County Subbasin Advisory Committee		
2/21/2019	Discuss future conditions, projects and management actions, sustainable yield	TBD	Public Roundtable/Coordination Committee
TBD	Adjacent Subbasin Meeting (Kings/Delta-Mendota /Chowchilla), if necessary to finalize consistent minimum thresholds Address Adjacent Subbasin Coordination Agreement provisions	TBD	
3/21/2019	Approval Subbasin Coordination Agreement format, provisions and text	TBD	Public Roundtable/Coordination Committee

Date	Meeting Purpose/Topics	Time & Location	Meeting Type
	Approve projects and management actions, sustainable yield and interbasin agreements		
4/18/2019	Implementation Plan, monitoring	TBD	Public/Technical Workshop
TBD	Recommended: Madera County Subbasin Advisory Committee		
5/16/2019	Approve Implementation Plan, monitoring plan and select long-term DMS	TBD	Public Roundtable/Coordination Committee
6/20/2019	Discuss and affirm Coordination Agreement for GSA approval	TBD	Public Roundtable/Coordination Committee
7/18/2019	Present Complete GSP	TBD	Public/Technical Workshop
TBD		TBD	Public Hearing (Water Code §10728.4)

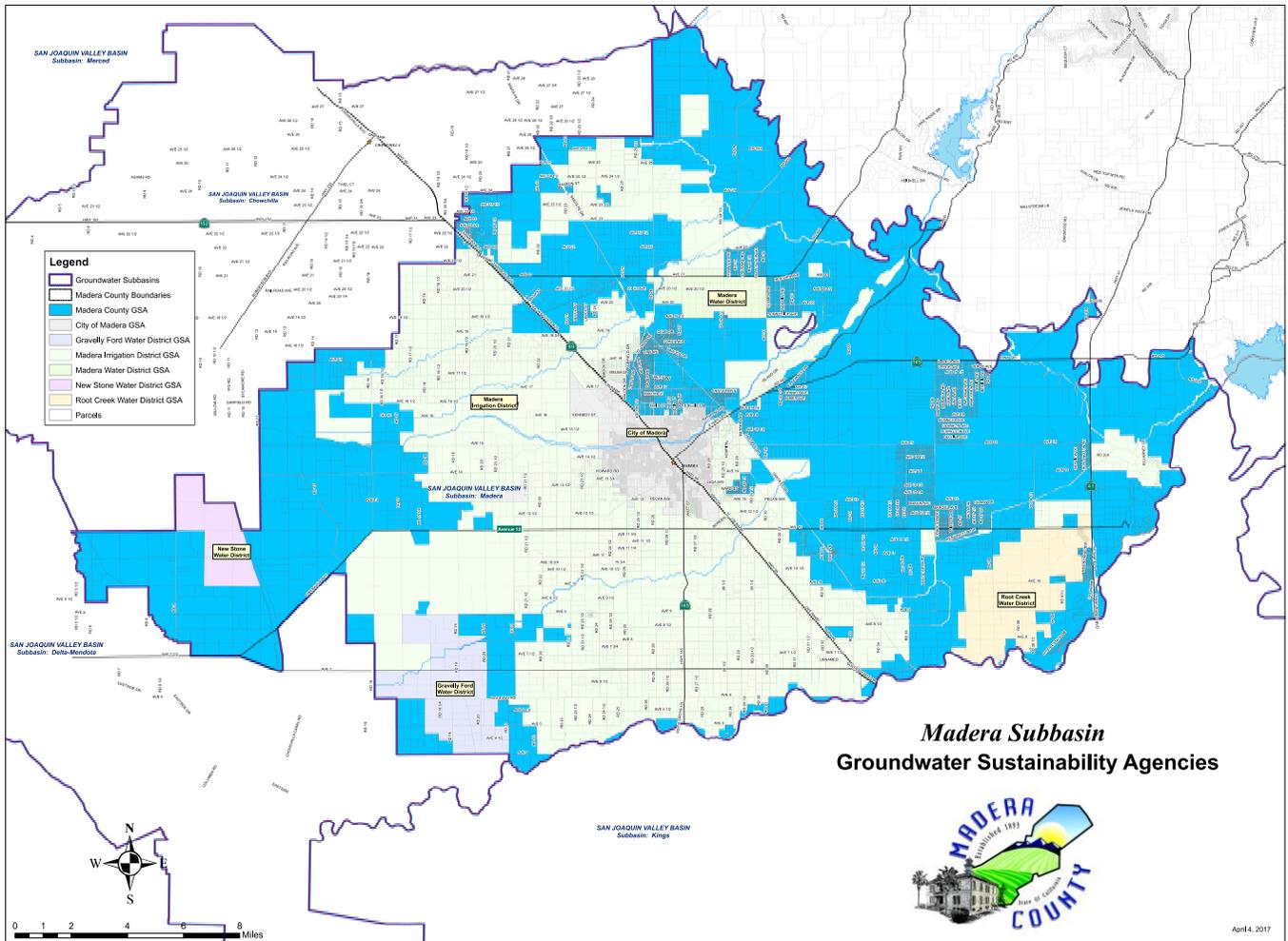
Table B. Recurring meetings of individual GSAs within the subbasin.

Subbasin	Recurring day	Time and Location
Root Creek GSA	Second Monday of each month	<ul style="list-style-type: none"> • Approx. 12:30 pm, following 11:00 am board meeting
Madera Water District GSA	Second Wednesday of each month	<ul style="list-style-type: none"> • 9:00 am, in conjunction with board meeting
Madera Irrigation District	Second Thursday of each month	<ul style="list-style-type: none"> • 2:00 pm, in conjunction with board meeting
Madera County GSA	As needed	
City of Madera GSA	First Wednesday of each month	<ul style="list-style-type: none"> • 6:00 pm, in conjunction with City Council Meeting • City Council Chambers
Gravelly Ford GSA	Third Monday of each month (generally no September meeting)	<ul style="list-style-type: none"> • 1:30 pm • Schafer Ranch Office 25176 Ave 5 ½ Madera, CA 93637
New Stone GSA	Third Tuesday of each month	<ul style="list-style-type: none"> • 2:00-3:30 pm • 9500 S. DeWolf Ave Selma, CA 93662

Appendix 2: GSAs within the Madera Subbasin

The Madera Subbasin consists of 7 Groundwater Sustainability Agencies (GSAs), depicted in the following map (source: Madera County Water and Natural Resources Department. http://www.maderacountywater.com/wp-content/uploads/2016/10/GSA_417_MaderaMap.pdf).

Figure A. Map of Madera Subbasin GSAs



See Table C, below, for information regarding the formation, agency type, contact information, and committees of each GSA³. See Table 2 of Appendix 1 for information regarding the standing meetings of the GSAs.

³ Note: The table below is in the process of being updated to fill in the gaps.

Table C. Overview of the GSAs of the Madera Subbasin

MADERA SUBBASIN GSAs		
Madera County Subbasin GSA	Formed	
	Area	
	Board of Directors	Tom Wheeler (Chair), Max Rodriguez, David Rogers, Brett Frazier, Rob Poythress
	Contact Information	Stephanie Anagnoson, Director Water and Natural Resources Department 200 W 4 th Street Madera, CA 95637 (559) 675-7703 x. 2265 stephanie.anagnoson@maderacounty.com
	Advisory Committee	James Maxwell and Devin Aviles (at large); Alejandro Vieyra and Victoria Ortiz (disadvantaged communities); Kevin Herman, chair, and Bill Diedrich (agricultural); Madera Valley Water Company (public water systems); Jerrold Kazynski and Brent McCaffrey (residential); Jay Quick and Charles LaRue (alternate)
City of Madera GSA	Formed	August 2016
	Area	City of Madera boundaries (exclusive GSA for this area)
	Board of Directors	
	Contact Information	David Merchen Community Development Director 205 W 4 th Street Madera, CA 93637 (559) 661-5430 dmerchen@cityofmadera.com

	Committees	
Madera Irrigation District GSA	Formed	July 2016
	Area	All lands within the Madera Irrigation District except the City of Madera and the Madera Water District (approximately 128,000 acres)
	Board of Directors	Dave Loquaci, Rick Cosyns, Brian Davis, Jim Erickson, Carl Janzen
	Contact Information	Thomas Greci General Manager 12152 Road 28 ¼ Madera, CA 93637 (559) 673-3514 tgreci@madera-id.org
	Committees	
Root Creek Water District GSA	Formed	July 2016
	Area	
	Board of Directors	Nick Bruno, Jeffrey D. Coulthard, Amber Mendoza, Danny Hoffman, Lynn Hoffman, Brian Partridge, Toni Scarborough
	Contact Information	Nick Bruno, President P.O. Box 28548 Fresno, CA 93729 (559) 326-2222 nick@ccdglc.com
	Committees	
Madera Water District GSA	Formed	
	Area	
	Board of Directors	

	Contact Information	Brad Samuelson Consultant 1663 N. Schnoor Avenue, Suite 105 Madera, CA 93703 (209) 809-2300 fresno@ppeng.com
	Committees	
Gravelly Ford Water District GSA	Formed	
	Area	
	Board of Directors	
	Contact Information	Don Roberts General Manager 18811 Road 27 Madera, CA 93638 (559) 474-1000 donroberts717@gmail.com
	Committees	
New Stone Water District GSA	Formed	
	Area	
	Board of Directors	Jeff Lion, Dan Lion, Bruce Lion, Al Lion Jr., Perl Lion
	Contact Information	Roger Skinner District Representative 9500 S. De Wolf Selma, CA 93662 559-834-6677 rskinner@lionraisins.com
	Committees	

Appendix 3: Tribal Engagement

Relevant DWR Information

SGMA Section 10720.3. . . .any federally recognized Indian Tribe, appreciating the shared interest in assuring the sustainability of groundwater resources, may voluntarily agree to participate in the preparation or administration of a groundwater sustainability plan or groundwater management plan under this part through a joint powers authority or other agreement with local agencies in the basin. A participating Tribe shall be eligible to participate fully in planning, financing, and management under this part, including eligibility for grants and technical assistance, if any exercise of regulatory authority, enforcement, or imposition and collection of fees is pursuant to the Tribe's independent authority and not pursuant to authority granted to a groundwater sustainability agency under this part.

Draft Discussion Paper Tribal Participation with Groundwater Sustainability

Agencies http://www.water.ca.gov/groundwater/sgm/pdfs/SGMA_Tribal_GSAs.pdf

Must a local agency exclude federal and tribal lands from its service area when forming a GSA?

No, federal lands and tribal lands need not be excluded from a local agency's GSA area if a local agency has jurisdiction in those areas; however, those areas are not subject to SGMA. But, a local agency in its GSA formation notice shall explain how it will consider the interests of the federal government and California Native American tribes when forming a GSA and developing a GSP. DWR strongly recommends that local agencies communicate with federal and tribal representatives prior to deciding to become a GSA. As stated in Water Code §10720.3, the federal government or any federally recognized Indian tribe, appreciating the shared interest in assuring the sustainability of groundwater resources, may voluntarily agree to participate in the preparation or administration of a GSP or groundwater management plan through a JPA or other agreement with local agencies in the basin. Water Code References: §10720.3, §10723.2, §10723.8

Tribal Outreach Resources

The follow are links to agency tribal outreach resources and considerations, each of which captures important principles and resources for tribal outreach. A short summary of key outreach principles can be found below.

- [Draft Discussion Paper Tribal Participation with Groundwater Sustainability Agencies](#)
- [CalEPA Tribal Consultation Policy Memo \(August 2015\)](#)
- [DWR Tribal Engagement Policy \(May 2016\)](#)

- [CA Natural Resources Agency Tribal Consultation Policy \(November 2012\)](#)
- [SWRCB Proposed Tribal Beneficial Uses](#)
- [Butte County Associate of Governments: Policy For Government-To-Government Consultation With Federally Recognized Native American Tribal Governments](#) (*a model from the transportation sector*)
- [CA Court Tribal Outreach and Engagement Strategies](#)
- [Traditional Ecological Knowledge resources](#)
- [Water Education Foundation Tribal Water Issues](#)

Key Outreach Principles

- Engage early and often
- Consider tribal beneficial uses in decision-making (identified by region [here](#)); identify and seek to protect tribal cultural resources
- Share relevant documentation with tribal officials
- Conduct meetings at times convenient for tribal participation with ample notifications
- Request relevant process input/data/information from tribes
- Empower tribes to act as tribal cultural resources caretakers
- Designate a tribal liaison(s) where appropriate
- Share resources for tribal involvement as is feasible
- Develop MOUs where relevant
- Be mindful of the traditions and cultural norms of tribes in your area

Appendix 4: Meeting Locations

The following table presents some options for meeting locations.

Table D. Meeting locations

Space/Meeting	Address	POC	Capacity	Notes
County of Madera Government Offices <ul style="list-style-type: none"> • Board of Supervisors Room • Conference rooms 4006 • Center room 2005 	200 W. 4th Street Room 4006, 4th Floor Madera, CA	Sean Kirkpatrick	25-49	
MID Board room	12152 Rd 28 1/4, Madera, CA 93637	Andrea Sandoval	50 people	Standing Monthly meetings on 20th
The Lodge at Riverstone	370 Lodge Road Madera, CA 93636			
Leadership Council				Monthly meetings
Fairmead and Friends		City of Madera		Mondays and Fridays
Casa de la Vina	23784 Avenue 9 La Vina, CA 93637	Self-Help Enterprises		
Fairmead church				

Frank A. Bergon Senior Center (Multi-Purpose Room)	238 South D Street Madera, CA, 93638	Nicki Rincon	100 people	See here for rates and more
---	--	--------------	------------	---