

Communications and Engagement Plan (C&E Plan)

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C&E Plan Purpose and Objective

- Assist SMGWA in its effort to deliver general and strategic communications to engage the public regarding the development of the GSP
- Provide SMGWA board members and staff with a guide to ensure consistent messaging about SMGA requirements
- Establish a roadmap for GSP development
- Identify how and when beneficial users and other stakeholders can provide timely and meaningful input

C&E Plan and the GSP document

- The C&E Plan will be in the Appendix of the GSP
- In Section 2, the Notice and Communications Subsection includes the following information from the GSP:
 - Description of beneficial uses and users of the basin
 - A Communications Section that describes decision-making processes, public engagement opportunities and encouraging involvement, and how the public was informed on the GSP implementation process

C&E Plan Overview

- Background
- Purpose, including stakeholder engagement requirements, goals and outcomes, communication and outreach objectives, and audiences and stakeholders
- Engagement and outreach, including stakeholders, key messages and talking points, strategies for engagement, timeline and tactics for implementation, and evaluation and assessment

C&E Plan Overview

- Appendices of outreach materials that include:
 - Guiding principles
 - Documentation of website, social media and email newsletters
 - Board meeting summaries
 - Database of stakeholders and beneficial users
 - Media coverage, such as op-ed and news articles
 - Basin tour materials

C&E Plan Goals

- The C&E Plan supports the following goals:
 - Provide opportunities to educate stakeholders about SGMA
 - Articulate strategies and channels to obtain ongoing stakeholder input to inform GSP development
 - Increase awareness and understanding among stakeholders of the challenges and opportunities that SMGWA faces to achieve and maintain groundwater sustainability and other related issues facing the SMGB
 - Increase engagement among stakeholders in support of the GSP

C&E Plan Next Steps

- The Plan will be made available to the public on the SMGWA website
- This is an evolving document that will be updated and refined during the GSP planning and development progresses

Questions & Feedback