



# Section N

## STAKEHOLDER INVOLVEMENT

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## **N. STAKEHOLDER INVOLVEMENT**

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*Section N Summary – This Plan is being developed through a multi-faceted stakeholder-driven process. Stakeholder input is an important component of each plan development phase, and includes (1) stakeholder input to provide initial Plan guidance, (2) stakeholder input to identify proposed water management strategies and projects, (3) the creation of a broad-based advisory committee to provide policy-level plan direction, and (4) public review of this Plan. A diverse range of stakeholders has been identified, including land use agencies, water and wastewater agencies, flood control agencies, state and federal agencies, Native American Tribes, and environmental and other non-government organizations. The proposed outreach process includes partnering with Project Clean Water, conducting public workshops and presentations, posting information on the internet, holding meetings with stakeholders, and conducting stakeholder activities to incorporate the Region’s disadvantaged communities in the IRWM process.*

### **N.1 Existing Management Structure and Committees**

The long-term success of an integrated regional planning effort ultimately depends on the degree to which agencies and stakeholders can effectively be brought together toward the identification of common objectives and the development and implementation of programs and strategies to achieve them. Establishing an inclusive process that incorporates stakeholder input is a critical component of the IRWM planning process.

The Region’s IRWM planning process has featured early involvement of water management organizations and affected stakeholders. Stakeholder involvement will remain an ongoing priority in future IRWM Plan stages. Stakeholder involvement to date has included a broad cross-section of regulatory agencies, local jurisdictions, utilities, academic institutions, non-governmental organizations (NGOs), special interest groups, and the interested public.

**Regional Water Management Group.** The Water Authority, City of San Diego, and County formed the RWMG that has funded, guided, and managed the development of the IRWM Plan to date. This group was established in 2005 to develop an IRWM Plan and submit a Proposition 50, Cycle 1 Grant Application. Since this time, the RWMG has committed to preparing and submitting a Proposition 50, Cycle 2 Grant Application and to transition San Diego's IRWM planning to a long-term institutional structure. The RWMG meets weekly to research, review, discuss and formulate ideas and concepts for the Plan.

*Policy Level.* At the policy level, the RWMG consists of the City of San Diego City Council and Mayor, County Board of Supervisors, and Water Authority Board of Directors.

The following individuals currently represent each of the three RWMG agencies:

- Marsi Steirer and Jim Barrett for the City of San Diego,
- Kathleen Flannery for the County, and
- Ken Weinberg for the Water Authority.

Through a Memorandum of Understanding (see Appendix 9) approved by the respective Boards and the San Diego City Council and Mayor, the RWMG has committed to:

- support staff's involvement in stakeholder outreach,
- adopt a final IRWM Plan in 2007,
- direct staff to seek grant funding,
- approve and implement a long-term institutional structure, and
- approve staff requests for funding of IRWM planning activities.

*Staff Level.* Staff from the RWMG agencies, with assistance from consultants, is responsible for day-to-day activities associated with the preparation of the Plan and Grant applications including: developing and maintaining consultant contracts, preparing grant applications for Prop 50, completing the Plan, conducting stakeholder outreach, disseminating information to the public, supporting the RAC, and assist with the transition to a long-term institutional structure. Participating staff members from each of the three RWMG agencies are summarized in Table N-1 (page N-3).

**Table N-1  
RWMG Staff  
IRWM Planning Effort**

Organization	Staff
County	Jon VanRhyn Sheri McPherson Cecilia Padres
City of San Diego	Cathy Pieroni Jeff Pasek
Water Authority	Dana Frieauf Toby Roy Mark Stadler Jeff Stephenson Maria Mariscal

**Regional Advisory Committee (RAC).** The RAC was formed in December 2006 to assist in completion of the IRWM Plan and prioritization of projects both within the Plan and for future funding application(s) as they arise. The RAC consists of 25 members (see Table N-2 on page N-4) with expertise in water supply, wastewater, recycled water, stormwater and urban runoff, natural resources, and environmental stewardship. The RAC has played a critical role in shaping and developing such key elements of the Plan as goals and objectives, long-term targets, the proposed institutional structure, and project prioritization. The RAC meets on a monthly basis to review Plan progress and provide comments and guidance on upcoming IRWM planning and funding application activities. Additionally, the RAC will guide the Region during its Proposition 50 grant applications, and will assist the RWMG with the transition to a long-term institutional structure. The RAC is intended as a transitional advisory body, and will eventually be replaced by a long-term institutional structure.

## **N.2 Mechanisms and Processes to Facilitate Stakeholder Involvement**

In addition to continuing to actively engage the RAC through development of the IRWM Plan, the RWMG has implemented measures aimed at engaging other stakeholders not represented on the RAC as well as the general public. The primary mechanism for reaching out to non-RAC stakeholders has been through use of Project Clean Water, an inclusive forum for exploring water quality issues of regional significance.

**Table N-2  
RAC Membership**

<b>RAC Member</b>	<b>Title</b>	<b>Organization</b>
<b>Regional Water Management Group</b>		
Kathleen Flannery (Chair)	CAO Project Manager	County of San Diego
Marsi Steirer	Deputy Director of Water Policy and Strategic Planning	City of San Diego
Ken Weinberg	Director of Water Resources	San Diego County Water Authority
<b>Retail Water Agencies</b>		
Michael Bardin	General Manager	Santa Fe Irrigation District
Dennis Bostad	General Manager	Sweetwater Authority
Keith Lewinger	General Manager	Fallbrook Public Utility District
Susan Varty	Director	Olivenhain Municipal Water District
Mark Weston	General Manager	Helix Water District
<b>Natural Resources and Watersheds</b>		
Craig Adams	Executive Director	San Dieguito River Valley Conservancy
Chris Basilevac	Project Director	The Nature Conservancy
Doug Gibson	Executive Director	San Elijo Lagoon Conservancy
Rob Hutsel	Executive Director	San Diego River Park Foundation
Megan Johnson	Watershed Coordinator	Southern California Wetlands Recovery Project
Judy Mitchell	District Coordinator	Mission Resource Conservation District
<b>Water Quality – Wastewater/Recycled Water</b>		
Neal Brown	Director of Engineering and Planning	Padre Dam Municipal Water District
Mike Thornton	General Manager	San Elijo Joint Powers Authority
<b>Water Quality – Stormwater</b>		
Kirk Ammerman	Deputy Director of Engineering	City of Chula Vista
Meleah Ashford	Environmental Consultant	City of Encinitas
<b>Members at Large</b>		
Michael Connolly	Campo EPA Manager	Campo Band of Kumeyaay Indians
Linda Flournoy	Sustainability Consultant	Planning & Engineering for Sustainability
Karen Franz	Watershed Monitoring Program Director	San Diego CoastKeeper
Eric Larson	Executive Director	San Diego County Farm Bureau
Rich Pyle		San Diego Regional Chamber of Commerce
Shelby Tucker	Regional Planner	San Diego Association of Governments (SANDAG)
Dr. Richard Wright	Professor Emeritus of Geography	San Diego State University

Building understanding and support for the Plan and grant application processes among key stakeholders as well as the general public is critical to the success of the Plan.

**Stakeholder Identification and Coordination.** Stakeholder participation to date has been coordinated primarily through Project Clean Water. Project Clean Water is comprised of several working groups and advisory committees that discuss issues of shared concern, find consensus solutions to priority problems, and characterize water quality conditions within the Region's watersheds. More than 830 people throughout the Region have participated in Project Clean Water activities, and the RWMG has effectively leveraged the sizeable Project Clean Water database to announce IRWM planning activities to members of the public and related organizations.

The Project Clean Water website ([www.projectcleanwater.org](http://www.projectcleanwater.org)) also provides a forum for disseminating information on watershed and water quality topics. Since the site was initiated in January 2001, more than 244,137 visits have been recorded. In mid 2006, a separate component was added to the website in order to host information pertaining to the IRWM planning process.

Eight pages within the IRWM website ([www.projectcleanwater.org/html/sdirwm.html](http://www.projectcleanwater.org/html/sdirwm.html)) provide an overview of the following topic areas: IRWM Plan, Projects, Regional Participation, Funding, Work Products, Contacts, and Resource Links (see Appendix 14, Attachment 1). To date, over 2,300 hits have been recorded to the IRWM website.

Aside from the Project Clean Water forum, each of the three RWMG agencies have compiled and maintained internal lists of interested parties and stakeholders associated with the various areas of water quality, water supply, and natural resources. These interest groups were formed through participation at various forums and venues over the past seven or more years. Each agency participates in and hosts regular meetings, workshops, and summits which draw an attendance from various types of interest groups including: water supply agencies, NGOs, water quality monitoring groups, watershed groups, communities, and stormwater Copermittees. Stakeholder lists from each of the RWMG agencies were then combined with the Project Clean Water stakeholder list to form the initial interest group (see Appendix 14, Attachment 2).

Several stakeholders were identified by RAC members as necessary additions to the IRWM planning process. As a result of this input, a representative from the Farm Bureau was included as a RAC member, and the Bureau of Reclamation and Regional Board were added as advisory agencies.

Additional new stakeholders are identified through the ongoing RAC meeting process, through ongoing stakeholder outreach activities, or from referrals from other interested parties. During the past two years, the Region's IRWM stakeholder list has been and expanded to include over 800 interested parties.

**Environmental Justice and Disadvantaged Communities Coordination.** As discussed in Section L.3, environmental justice is interpreted in this Plan to mean that equal respect and value will be provided to every individual and community. In many areas of the Region, residential, commercial, and industrial sites are intermixed within communities.

Since World War II, the San Diego area experienced significant growth. During this period, the Region became a major port for disseminating goods throughout the southwestern portion of the nation, and industrial growth in the Region boomed. With this rapid growth and development, many planning and zoning rules were overlooked and community areas were not defined by land use. Therefore, in many areas, especially those areas located in the south, southeastern, and border areas of the Region, residential areas and industrial zones were integrated. As a result, some communities experience an unhealthy mixture of homes, schools, and environmentally hazardous facilities. Unfortunately, this has led to communities being threatened by pollution and poor air and water quality due to industries such as chrome plating, manufacturing, auto body shops, junk yards, and ship building and repair yards.

As defined in Appendix D of both the 2004 and 2007 versions of the *IRWM Grant Program Guidelines*, a disadvantaged community is a community with an annual Median Household Income (MHI) that is less than 80% of the statewide annual MHI. (DWR and State Board, 2004 and 2007) Using Census 2000 data, 80% of the statewide MHI is \$37,994. Table B-4 (page B-8) presents communities within the Region that are classified as economically disadvantaged.

The IRWM Plan will promote projects that address public health, environmental protection, policies, and activities in a manner that encourages equity and affords fair treatment, accessibility, and protection for the Region, regardless of race, age, culture, income, or geographic location. By sorting the master project list geographically, project deficits will be identified and addressed.



Disadvantaged communities exist within each of the RWMG agencies. Additionally, RAC membership includes organizations that identify and address disadvantaged community and environmental justice issues. CoastKeeper and SCWRP, for example, are active in addressing several key disadvantaged communities issues and environmental justice concerns within the Region. CoastKeeper works with the Environmental Health Coalition (EHC) on their San Diego Bay campaign which unites workers, bayside communities and conservationists to clean up, restore and protect San Diego Bay as a clean and healthy multi-use water resource capable of supporting a diverse range of activities. Watersheds tributary to San Diego Bay include several underserved communities including the communities of Barrio Logan, Harbor, Southeast San Diego, and Centre City. The San Diego Bay watersheds have been subject to such problems as toxic air emissions from plating industries, polluted waterways from sewage spills, and pollution resulting from the shipbuilding and boating industry.

While CoastKeeper and SCWRP have helped the RAC and RWMG identify disadvantaged community concerns and environmental justice issues, it is recognized that additional effort is required to identify and engage disadvantaged communities and identify and address environmental justice concerns. In recognition of this need, short-term priority #3 (see page G-17) includes proposed action plans to:

- expand stakeholder outreach and public involvement (see Table G-4),
- identify and address environmental justice concerns (see Table G-5), and
- identify and engage disadvantaged communities (see Table G-6).

**Process for Stakeholder Inclusion and Involvement.** The public was (and continues to be) invited to participate in all meetings for the IRWM Planning effort. Public participation is welcomed at RAC meetings and workshops. Stakeholder participation was also provided through public review and comment on draft versions of this Plan.

Meetings and news updates have been announced through both the website and through the email distribution list. Standard templates and forms have been provided throughout the process to facilitate stakeholder comments and input into the process and the plan. Table N-3 (pages N-8 through N-10) provides a summary of the outreach efforts to date.

**Table N-3**  
**Summary of IRWM Plan Stakeholder Outreach Activities**

RWMG Agency(s) <sup>1</sup>	Date (Duration)	Audience	Estimated Audience Size	Topic & Method	Location
County of San Diego	4/4/06 (45 min)	Association of Environmental Professionals	100	Overview of IRWM Plan, status, funding opportunities, and project solicitation; presentation	
Water Authority	7/18/06	Water Authority Member Agency Technical Advisory Committee	25	Overview IRWM Plan; presentation	San Diego County Water Authority
Water Authority	8/1/06	Water Authority Member Agency Technical Advisory Committee	25	Proposition 50, Chap. 8 IRWM Guidelines; presentation by DWR	San Diego County Water Authority
All RWMG Agencies	8/28/06 8/29/06 8/30/06 (2 hours each)	Public/Stakeholder Workshops	76	Introduction to IRWM Plan & Development of Plan vision, goals, and objectives; presentation, workshop	Encinitas Community and Senior Center; Sweetwater Authority, Richard A. Reynolds Groundwater Desalination Plant; and San Diego County Water Authority
County of San Diego	9/06 (15 min)	San Luis Rey and Carlsbad Watershed Urban Runoff Management Groups	20	Overview of IRWM Plan, stats, funding opportunities, and project solicitation; update	City of Encinitas
City of San Diego	9/19/06 (15 min)	City SD Park & Recreation, Open Space Division	1	Overview of IRWM Plan, status; meeting	Park & Recreation Department at World Trade Center Building
County of San Diego	9/25/06; (30 min)	San Luis Rey Watershed Council members and stakeholders	15	Overview of IRWM Plan, stats, funding opportunities, and project solicitation; presentation	Fallbrook Public Utility District
County of San Diego	9/27/06 (45 min)	County Watershed Protection Program Staff	40	Overview of IRWM planning process, status, and funding opportunities; presentation	County Operations Center, Topaz Building
Water Authority	10/06 (15 min)	SANDAG: Technical Planning Committee	25	Overview of IRWM Plan, status; meeting	SANDAG
County of San Diego	10/3/06	Tribal Nations of San Diego	37	Request for Participation in IRWM planning process; letter	NA
County of San Diego	10/10/06 (15 min)	Carlsbad Watershed Network	15	Overview of IRWM Plan, stats, funding opportunities, and project solicitation; presentation	Agua Hedionda Lagoon Center
County of San Diego	10/11/06 (15 min)	Regional workshop on Proposition 84 (The Nature Conservancy)	39	Overview of IRWM Plan, status, funding opportunities; presentation	County Administration Center
All RWMG Agencies	10/12/06 (15 min)	Metropolitan Water District	3	Overview of IRWM Plan, stats, funding opportunities; presentation	San Diego County Water Authority
County of San Diego	10/13/06 (15 min)	County of San Diego Board of Supervisors Staff Aides (except District 5)	10	Overview of IRWM Plan, status, and funding opportunities; presentation	County Administration Center

**Table N-3**  
**Summary of IRWM Plan Stakeholder Outreach Activities**

RWMG Agency(s) <sup>1</sup>	Date (Duration)	Audience	Estimated Audience Size	Topic & Method	Location
County of San Diego	10/16/06 (15 min)	County GP2020 Staff	20	Overview of IRWM planning process, status, and funding opportunities; presentation	County Operations Center Annex
City of San Diego	10/19/06 (15 min)	City of San Diego Metropolitan Wastewater Department / Stormwater Pollution Prevention Division and Engineering and Program Management Division	2	Overview of IRWM Plan, status; update	Metropolitan Wastewater Dept. Operations Center, aka "MOC2"
County of San Diego	10/23/06 (15 min)	Wetlands Recovery Project members and stakeholders	15	Overview of IRWM Plan, stats, funding opportunities, and project solicitation; presentation	County Administrative Center
County of San Diego	10/30/06 (30 min)	University of California Cooperative Extension	2	Meeting	County Operations Center, Building 4
County of San Diego	11/06	San Diego County MSCP Stakeholders	310	email	NA
City of San Diego	11/2/06; (15 min)	Regional Chamber of Commerce	40	Overview of IRWM Plan, status; meeting	Regional Chamber of Commerce
Water Authority	11/07/06	Water Authority Member Agency Technical Advisory Committee	25	Formation of RAC, alternatives for future institutional structure; presentation	San Diego County Water Authority
City of San Diego	11/9/06 (20 min)	City of San Diego Metropolitan Wastewater Department/ Technical Advisory Committee (TAC)	?	Overview of IRWM Plan, status; presentation	Metropolitan Wastewater Dept. Operations Center
County of San Diego	11/16/06 (10 min)	Stormwater Copermittee Management Committee members and stakeholders	50	Update on IRWM Plan process, project solicitation; verbal update	Carlsbad Safety Center 2560 Orion Way, Carlsbad CA 92010
County of San Diego	11/17/06	Borrego Water District	1	Explanation of the Region as defined in the IRWM Plan; letter	NA
County of San Diego	11/21/06 (45 min)	Southern California Wetlands Recovery Project and Coast Keeper representatives	2	Update on IRWM Plan, identify linkages, project solicitation; meeting	County Operations Center, Topaz Building
County of San Diego	12/8/06	IRWM Plan Status Update Newsletter, Issue 1	837	Update on IRWM Plan status, legislation, funding opportunities, upcoming meeting schedule, and references; newsletter	NA
County of San Diego	1/16/07 (45 min)	Campo Planning Group	25	Overview of IRWM Plan, stats, funding opportunities, and project solicitation; presentation	Campo Community Church
Water Authority	2/13/07	Water Authority Member Agency General Managers' meeting	30	Update on IRWM Plan and Prop. 50, Chapter 8 funding; presentation	San Diego County Water Authority
County of San Diego	2/26/07	IRWM Plan Status Update Newsletter, Issue 2	837	Update on IRWM Plan status, legislation, funding opportunities, upcoming meeting schedule, and references; newsletter	NA

**Table N-3**  
**Summary of IRWM Plan Stakeholder Outreach Activities**

RWMG Agency(s) <sup>1</sup>	Date (Duration)	Audience	Estimated Audience Size	Topic & Method	Location
All RWMG Agencies	3/12/07 (3 hours)	RWMG, RAC, Stakeholders and Public	40	DWR Funding Area, Solicitation for input; presentation and workshop	San Diego County Water Authority
All RWMG Agencies	4/25/07	General Public, Project Proponents	45	IRWM Project Application Form: instructions for completing, explanation for how data will be used and compiled in plan; public workshop	Scripps Ranch Library

<sup>1</sup> RWMG Agencies: San Diego County Water Authority (Water Authority), City of San Diego, and County of San Diego

**Summit.** A focal point of stakeholder participation has been the annual Clean Water Summit. Each year, approximately 250 stakeholders attend this day long Summit, which helps to guide and fine tune the priorities and directions of Project Clean Water and its’ working bodies. The 2006 Clean Water Summit, held on June 30th, 2006, was focused entirely around the San Diego IRWM planning effort (see Appendix 14, Attachment 3). The keynote speaker, Mr. Jerry Johns of the State Department of Water Resources, presented the background on the IRWM planning process by providing an overview of the *California Water Plan Update 2005*. Mr. Johns explained how the 2005 Water Plan update provided a fundamental change in the way we address water throughout the State, and provides for a transition in water resource management. The Summit also provided the opportunity for the public and the stakeholders to learn more about the IRWM Plan and allowed for questions and public comment.

**Workshops.** The RWMG has coordinated three initial stakeholder workshops and provided presentations to various stakeholder groups including water supply agencies, environmental organizations, and other agencies regarding various components of the IRWM Plan.

The three workshops were held during the month of August 2006 and were advertised through the website and the stakeholder email group as described above. Each workshop was held in a separate location, spread geographically throughout the Region one each in the north, center city, and south. Purposes of the workshops were to inform and educate the public about the background of IRWM planning, and to receive public feedback regarding the vision, goals and objectives of the IRWM Plan (see Appendix 14, Attachment 4). The first half of the workshop provided information to the attendees about the IRWM concept including background information on the purpose and source of the concept, the California Water Plan

Update. Additionally, it was explained how interested parties can stay involved in the development and implementation of the plan, how they can submit projects, and an overview of upcoming funding opportunities. Comments were accepted during each of the workshops and via an online comment form. All of the comments were combined and entered into a spreadsheet and sorted by topic area. Each comment was reviewed and considered for inclusion within the Plan, for use in the planning process, or for Plan implementation. Initial draft versions of this IRWM Plan were created through the workshops and the submittal of comments via phone, internet, fax, or mail.

**Presentations.** The primary focus of the individual group presentations was to provide attendees with background information about the IRWM planning process, provide them with the Plan's purpose, vision, goals and objectives, and to solicit their support and project submittals. Presentations typically lasted 15-45 minutes, and generally included the use of PowerPoint presentations, maps, props, informational handouts and forms for submitting comments and or projects (see Appendix 14, Attachment 5). IRWM presentations will continue to be given upon request throughout completion of the Plan. Upon Plan completion, outreach and information dissemination will continue to occur through the website, email updates, and workshops that will be held as funding opportunities arise. Input received during presentations was taken back to the RWMG group for consideration, and typically, the participants were added to the stakeholder interest group list.

**Electronic Communication.** As discussed in Section N.1, a website and email group has been established as a means of communication with stakeholders, interested parties, and the general public. These mechanisms serve as a consistent and ongoing method that will remain available throughout the life of the Plan. In addition, a bimonthly newsletter has been developed that is sent out to all 830 people on the Project Clean Water stakeholder list (see Appendix 14, Attachment 2). The newsletters serve as a means of keeping the stakeholders updated on legislative issues, funding opportunities, status of the IRWM Plan, opportunities for involvement, and information about project submittals, a timeline, and RWMG agency contact information (see Appendix 14, Attachment 6).

**Partnerships and Letters of Support.** The RWMG formed a formal partnership through the signing of an MOU in 2005 and again in 2007 (see Appendix 9). Without the IRWM planning process, the three agencies comprising the RWMG may not have come together to work toward achieving the common goals of water management. Since the formation of the RWMG, many positive outcomes have been realized. Aside from the sharing of ideas and funds, the group has found many other ways to collaborate, such as participating on the Water

Conservation Action Committee, getting involved with regional groundwater management planning, developing a regional guidance for low-impact development, and developing and implementing a watershed signage program.

The RAC, an informal partnership, has realized many benefits including opening the lines of communication between agencies and with and between NGOs, and providing opportunities to collaborate, maximize benefits, and realize both a cost savings and improvement in program/project efficiency.

In addition, several participants to the IRWM planning process have established a regular presence at workshops and meetings, and have provided constructive feedback. These entities include representatives from the USBR, the Regional Board, Metropolitan, the Campo Planning group, the San Diego Zoo and Wild Animal Park, and public citizens.

Upon Plan adoption, the RWMG and RAC will seek out new partnerships and support through the solicitation for letters of support and/or plan adoption by individual entities. A draft template letter has been created for interested parties to use, or to provide guidance in drafting their own. Partnerships and letters of support will help strengthen the basis for the IRWM Plan, will support Plan implementation, and will provide a network for the dissemination of information and for the solicitation of region-wide support.

**IRWM Project Solicitation.** The workshops, Summit, individual presentations, and website have also facilitated the solicitation and collection of projects for inclusion in the IRWM Plan. A project solicitation form was provided at all workshops and presentations and is available on the website (see Appendix 14, Attachment 7). To date, over 150 projects have been submitted for inclusion in the Plan (see Appendix 5). These projects are evaluated for applicability, and then sorted into categories based upon the primary benefit of the project and the geographical location.

Once the Plan is adopted, the project list will continue to be updated at the time of funding applications and on a set interval of time not to exceed five years. During these intervals, projects may be removed if they have been completed, updated to reflect changes, and new projects may be submitted for consideration. Solicitation and coordination of projects will be handled by any combination of the RWMG, RAC, future institutional structure (managing entity), and consultants. It is anticipated that aside from email communications and website updates, project solicitation will be in conjunction with workshops which will enable participants to receive updated information regarding funding opportunities and requirements,

provide an opportunity for attendees to learn about other projects in the Region, and enable attendees to potentially form partnerships and integrate projects. As noted in Table N-3, a Project Application Workshop was held to facilitate project solicitation for the Plan and in preparation for the Prop 50, Cycle 2 Grant Application process.

### **N.3 Future Outreach to Stakeholders**

A proactive approach to implementing public outreach and information dissemination will generate broad-based support for the effort. A variety of outreach mechanisms will improve general awareness of the IRWM planning effort and provide a means for all interested parties to stay engaged during the planning process and plan implementation.

**Public Outreach Plan.** In order to enhance efforts made to date, the RWMG has hired a consultant team to develop a Public Outreach Plan. The Public Outreach Plan addresses IRWM Plan short-term priority #3 (implement and update as needed a Public Outreach Plan that ensures key stakeholders and affected parties are informed of and engaged in IRWM planning and implementation). The Public Outreach Plan (see Appendix 8) will address stakeholder coordination, public involvement, environmental justice, and disadvantaged communities.

*Stakeholder Coordination.* Future stakeholder coordination efforts will provide a means for interested parties to maintain an active level of involvement in the IRWM planning process and implementation of the IRWM Plan. Many water resource management agencies and NGOs that have a vested interest in the IRWM Plan and can assist in articulating the needs of the Region during the planning phase as well as project implementation. These organizations also have the greatest potential to oppose the IRWM planning effort if they are not given ample opportunity to participate and engage in the planning and implementation process.

*Public Involvement.* Public involvement will increase awareness, understanding, and support for the IRWM planning effort among the general public. The benefits of keeping the general public informed of the IRWM planning process and subsequent IRWM Plan implementation include educating the general public and politicians about the importance and interrelation of water management strategies. This will increase both regional and local support for projects, and will help to generate a broad-based support for continued regional coordination.

*Environmental Justice.* As documented in Section F, many proposed Tier I projects are located in disadvantaged communities or areas with environmental justice concerns.

Additionally, projects that primarily target a sub-regional area may often create a Regional benefit.

Additional outreach is proposed as part of short-term priority #3 (see Tables G-4, G-5, and G-6) to more fully engage disadvantaged communities in the project selection and funding process. Environmental justice needs will be identified by obtaining input from groups that have historically been disproportionately impacted by water-related issues. The RWMG, RAC, consultants, and representatives of the future institutional structure, will work with project proponents and the identified environmental justice communities (including communities identified as being deficient in projects) to form partnerships and develop projects that will benefit the Region's water resources while addressing environmental justice needs.

*Disadvantaged Communities.* The proposed disadvantaged community outreach will recognize and engage communities that may be otherwise restricted from participating in the IRWM planning and implementation efforts due to financial constraints. The first step to implementing targeted outreach to disadvantaged communities will be to work with local entities to better identify the specific locations of these communities within the Region. Once representative(s) of disadvantaged communities have been identified, the RWMG will focus on engaging representatives of disadvantaged communities to determine the needs of those communities as related to the IRWM objectives. Efforts will be made to integrate these representatives into the IRWM planning and implementation process and to solicit projects for the disadvantaged communities within the Region.

**Plan Evolution and Update.** San Diego's IRWM Plan is a living document that will continue to evolve with time. Plan proponents realize the need for the Plan to be updated frequently to accommodate change by revising plan objectives and goals to address regional needs and concerns. At a minimum, the Plan will be updated every five years, or whenever a funding opportunity arises. Additionally, it is critical that outreach efforts remain ongoing and continue to expand over time. This will enable the successful maintenance, management, and implementation of the IRWM Plan.

Existing outreach mechanisms, utilizing the RWMG, RAC (or future institutional structure), and the website and email will continue to be utilized as a means for continuing outreach efforts during Plan implementation. Additional efforts will be focused on engaging a broad-based active membership to promote diverse approaches to IRWM planning and



implementation. This inclusive approach will help to maintain a coordinated and balanced process as regional issues and priorities evolve over time.

Important groups to keep engaged in the IRWM planning and implementation process include the 18 incorporated cities, Port Authority, Airport Authority, County, water supply and wastewater agencies and districts, resource and regulatory agencies, federal and State land managers, SANDAG, state and local conservancies, watershed groups, environmental groups, and private industry. Each of these groups may chose to participate on an individual basis or identify a representative responsible for ensuring that the group's views are represented. The cross-section of these entities will provide the necessary dynamic to continually evaluate and evolve the regional objectives; conceptualize projects and programs; prioritize projects and programs for development and implementation; coordinate and collaborate on regulatory permitting; develop partnerships to obtain funding; and develop stakeholder support.

#### **N.4 Potential Plan Implementation Obstacles**

In order to obtain and maintain regional support for the Plan, it is critical to continue the ongoing evaluation of regional needs, community issues, and environmental justice issues. This will be achieved through the ongoing education and outreach efforts and regular Plan updates.

Financing is a critical issue that needs to be addressed through a long-term financing plan. By maintaining the IRWM Plan as an evolving document, the Region will be able to apply for future funding opportunities as they arise. Funding will be solicited locally from several sources, including:

- one-time appropriations from local jurisdictions,
- forming partnerships with local media sources (such as the “Sustain San Diego” program on local television station KGTV, Channel 10), and
- large corporations that take part in community service.

Sufficient financing for the ongoing implementation, operations, and maintenance of the Plan, including funds to support administrative responsibilities such as grant applications and grant reporting obligations, will remain critical to the successful implementation of the Plan and associated projects.

Additional obstacles identified for the Region include water rights concerns, water transfer logistics, international boundary considerations for the Tijuana River Watershed, cross-jurisdictional issues and differing regulations, geographical limitations, and climate change.

### Section N References

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