AGENDA DATE: April 14, 2020

TO: Mayor and Councilmembers

FROM: Water Resources Division, Public Works Department

SUBJECT: Enhanced Urban Water Management Plan Update, And Stakeholder Communication And Engagement Plan

RECOMMENDATION:


DISCUSSION:

Background

For over 25 years, the City’s primary water supply management tool has been its Long Term Water Supply Plan (LTWSP). The goal of the LTWSP is to evaluate the adequacy and reliability of the City’s water supply and provide a long-term view of how the City’s water supplies would be managed. Since the last LTWSP update in 2011, several key changes have arisen that have the potential to affect the availability of the City’s current water supplies moving forward. These changes include changes to Lake Cachuma and Gibraltar supplies and operations, the role of desalination, groundwater management, expanded use of recycled water, and the impacts of climate change, which include the need to define a new critical drought period and average annual rainfall. City staff, in partnership with the firm Water Systems Consulting (WSC), have begun the process of reassessing the adequacy, reliability, and cost of the City’s water supplies with respect to these issues.

In the past, the City also developed and submitted an Urban Water Management Plan (UWMP) to the California Department of Water Resources (DWR) every five years as required by the California Water Code, with the basis of supply planning for the UWMP being the LTWSP. Over time, UWMP-mandated requirements have increased, which has given cause to having only one water supply planning tool to reference for City-wide planning efforts. Therefore, the City is working to meld the supply planning efforts of the LTWSP into the development of its 2020 UWMP. The result will be an Enhanced Urban Water Management Plan (EUWMP). WSC’s agreement for the development of the EUWMP was approved by Council on February 11, 2020. The Council-adopted EUWMP is due to the DWR by July 1, 2021.
EUWMP Process – Water Vision Santa Barbara

Water Vision Santa Barbara, the branded name for the EUWMP Process, intends to define an equitable, resilient, cost-effective water supply portfolio (the mix of water sources that supply the City’s needs) that supports the community’s economic vitality, livability, and environmental health for the next 30 years. The process moves through several steps designed to objectively weigh the risks, uncertainties, and benefits of various water supply portfolios. The first step is to confirm project objectives and develop the City's portfolio evaluation criteria based on these objectives.

Once the portfolio evaluation criteria is established, the team will evaluate the performance of the City’s existing water supply portfolio under various conditions, such as drought or natural disaster, to identify the risks and uncertainties surrounding our current water supply. This analysis will inform the development of alternate portfolios for the future. Each portfolio will be evaluated with a “triple bottom line” lens to understand its economic, social, and environmental costs and benefits. In addition, each portfolio will consider a range of future conditions (e.g. extended drought, seawater intrusion, natural disaster, etc.) to assess its unique risk level. As a result of this robust evaluation and input solicited from stakeholders throughout the process, a recommended future portfolio and implementation plan will be developed. The implementation plan will define future funding needs and identify triggers for implementing projects. Finally, the EUWMP will be prepared and submitted to the DWR.

Stakeholder engagement throughout the planning process will be critical for development of a successful plan. To accomplish this, a Communication and Engagement Plan (C&E Plan) was developed (described below and presented in more detail in the attachment) and will be used to consider the public perspective, instill ownership and advocacy, and inform the resulting policy decisions to directly reflect the values and long-term needs of our community.

Stakeholder Engagement

The project integrates an efficient, yet open and transparent, stakeholder engagement process to consider the broad perspectives of the City’s customers, build public trust, keep the public informed of project progress, and inform defensible policy decisions that align with the community’s values and achieve the project objectives. Four groups will be engaged. The level and method of engagement are based on each group’s role in the process. The team is adapting in real time to the COVID-19 pandemic, including integrating webinar and virtual meeting technology to practice social distancing and protect the health and safety of participants.

- *Water Vision Santa Barbara Stakeholder Group*: A group of community leaders representing the diverse issues, challenges, uses, and users of water within the City including: economic development and tourism, environmental and conservation groups, citizen groups, residents, human rights to water, land use,
trades, large water users, and agriculture. This group will participate in one educational webinar in April and four educational and interactive workshops (May-December 2020) at key project milestones. They will also help educate their constituency using content provided throughout the planning process.

- **General Public**: In addition to engagement at four Water Commission meetings and four City Council meetings, the public will be invited to participate in two educational workshops. In addition, a designated project website will be created to keep the public informed and provide notifications of upcoming opportunities for engagement.

- **Water Commission**: The Water Commission is an advisory group appointed by City Council to provide feedback and policy recommendations on water supply decisions and processes. It is anticipated that Water Vision Santa Barbara will engage the Water Commission at four separate meetings throughout the process.

- **City Council**: The City Council makes and implements water policy decisions and will ultimately adopt the EUWMP. It is anticipated that development of the EUWMP will be presented to City Council at four separate City Council meetings throughout the planning process.

From the workshops and public meetings, the team will create an actionable chart of the comparative perceptions, values, and preferences of each stakeholder segment, as well as the Water Commission and City Council. This chart will be shared publicly and used by the Water Commission and Council to inform key project recommendations and decisions. Furthermore, the stakeholder group and public workshops will be used to support open conversations regarding discrepancies between the perceptions, values, and preferences raised by these groups. For more details, including a timeline of key milestones, please see the attached C&E Plan.

**SUSTAINABILITY IMPACT AND ENVIRONMENTAL REVIEW:**

Creating an EUWMP for the City will enable better management of the City’s water supplies, providing a significant sustainability impact for the community. Such studies are exempt from CEQA review.

**ATTACHMENT:** Communication and Engagement Plan

**PREPARED BY:** Joshua Haggmark, Water Resources Manager

**SUBMITTED BY:** Rebecca J. Bjork, Public Works Director

**APPROVED BY:** City Administrator's Office
PROJECT PURPOSE

Water Vision Santa Barbara aims to deliver long-term water security for Santa Barbara by building on the City’s legacy of effective water management to create an equitable, fiscally- and environmentally-responsible plan that provides adaptability for the future.

HOW TO USE THIS PLAN

The enclosed Communication and Engagement Plan (C&E Plan) outlines the City’s approach to communications and engagement of critical stakeholders throughout the Water Vision Santa Barbara project. The plan implementation will be managed by Water Systems Consulting (WSC) in partnership with City staff.
ENGGAGEMENT GOALS

- Conduct a transparent, inclusive and equitable engagement process with diverse representation considering the variety of issues, challenges, needs, uses and users of water within the City.
- Engender public trust and inform decision-makers to achieve desired result of an equitable, cost-effective, reliable, and environmentally responsible plan that aligns with the community’s values and provides water supply through 2050 planning horizon.
- Build public awareness on the value of diverse supply sources, and the unique challenges and opportunities for supply in Santa Barbara.
- Build public trust in the City staff as passionate, capable and prepared to effectively manage water on behalf of the community.
- Communicate “early and often,” and actively identify and eliminate barriers to stakeholder representation and participation.
- Align the storylines of Water Vision Santa Barbara and the One Water Strategic Plan effort.

EVALUATION METRICS

- Stakeholder group delegates consistently attend and contribute at the 5 designated workshops.
- Stakeholder group delegates disseminate outreach materials and workshop summaries to their constituency to earn broad trust and support.
- Stakeholder group delegates submit letters of support on behalf of their organization for the recommended portfolio.
- Attendance and participation at general public workshops and designated public meetings.
- Project email list “subscribe rate” and “open rate”.
- Project website user analytics to indicate volume, consistency of traffic and behavior on site.
- Before-and-after evaluation of stakeholder group baseline knowledge of water supply management.
ENGAGEMENT APPROACH

FOUR GROUPS WILL BE ENGAGED.

LEVEL OF ENGAGEMENT AND METHOD ARE BASED ON THE GROUP’S ROLE.

**Water Vision Stakeholder Group**
Appointed group of community leaders representing the diverse issues, challenges, needs, uses and users of water within the City of Santa Barbara.

**ENGAGEMENT LEVEL:**
EDUCATE
PERCEPTION/OPINION
ADVOCATE

**METHOD:**
1:1 Interview
Survey
5 Interactive Workshops
Public Meetings

**General Public**
City Water Customers not otherwise serving on the Stakeholder Group.

**ENGAGEMENT LEVEL:**
EDUCATE
PERCEPTION/OPINION
ADVOCATE

**METHOD:**
2 Interactive Workshops
Public Meetings

**Water Commission**
Appointed Water Commissioners, serving as Advisors to City Council on water policy decisions in manner that reflects the community’s values/needs and the project goals.

**ENGAGEMENT LEVEL:**
EDUCATE
PERCEPTION/OPINION
ADVISE/RECOMMEND

**METHOD:**
1:1 Interview
4 Designated Public Meetings

**City Council**
Elected Santa Barbara City Council members and mayor, responsible for making water policy decisions that reflect the community’s values/needs and the project goals.

**ENGAGEMENT LEVEL:**
EDUCATE
PERCEPTION/OPINION
DECIDE

**METHOD:**
4 Designated Public Meetings
22 organizations representing 8 segments that reflect the diverse issues, challenges, needs, uses and users of City water. Group is purposefully small/manageable to optimize experience.

* Some organizations naturally can represent multiple segments. They are listed here based on the primary segment they represent.
PROJECT PROCESS AND ENGAGEMENT APPROACH — THE PROJECT INVOLVES 5 KEY STEPS

**Step 1. Confirm Future Supply Goals**
Confirm and prioritize plan objectives and evaluation criteria
MAR ’20 - MAY ’20

**Step 2. Evaluate Existing Portfolio**
Assess City’s existing water supply options against future demand needs to identify future supply gaps. Identify potential strategies to meet the gaps.
MAY ’20 - JUL ’20

**Step 3. Develop Future Portfolios**
Develop future portfolios and evaluate their performance against the project objectives.
JUL ’20 - OCT ’20

**Step 4. Finalize Future Water Supply Portfolio**
Finalize recommended portfolio and develop an adaptive implementation strategy.
OCT ’20 - JAN ’21

**Step 5. Document Plan with EUWMP**
Document the portfolio and implementation strategy into the Enhance Urban Water Management Plan (EUWMP).
JAN ’21 – JUN ’21

**WATER COMMISSION**
MAR 19, 2020 — PUBLIC MTG
CITY COUNCIL
APR 14, 2020 — PUBLIC MTG
STAKEHOLDER GROUP
APR 16, 2020 — WORKSHOP
MAY 14, 2020 — WORKSHOP

**STAKEHOLDER GROUP**
JUN 18, 2020 — WORKSHOP
WATER COMMISSION
JUL 16, 2020 — PUBLIC MTG

**STAKEHOLDER GROUP**
SEP 17, 2020 — WORKSHOP
GENERAL PUBLIC
SEP 24, 2020 — WORKSHOP
WATER COMMISSION
OCT 15, 2020 — PUBLIC MTG
City Council Meetings
OCT 20, 2020 — PUBLIC MTG

**STAKEHOLDER GROUP**
DEC 3, 2020 — WORKSHOP
GENERAL PUBLIC WORKSHOPS
JAN 9, 2021 — WORKSHOP
WATER COMMISSION
JAN 21, 2021 — PUBLIC MTG

**CITY COUNCIL MEETINGS**
JAN 26, 2021 — PUBLIC MTG
**MEETING OR WORKSHOP** | **PRESENTATION CONTENT** | **KEY REQUESTED INPUT** | **OUTCOMES**
--- | --- | --- | ---
**Step 1. Confirm Future Supply Goals.** Confirm and prioritize plan objectives and evaluation criteria

**Water Commission Public Meeting #1**<br>**MAR 19, 2020**<br>**Project Overview**<br>**Stakeholder Communication and Engagement Plan (C&E Plan)**<br>  - Overview, roles and responsibilities<br>  - Water Vision Stakeholder Group details<br>  - Roles and engagement methods<br>**PERCEPTION/OPINION of water reliability risks**<br>**ADVISE/RECOMMEND:** Note any critical pieces missing in the C&E Plan or Water Vision Stakeholder Group<br>**DECISION:**<br>  - Recommend C&E Plan and Water Vision Stakeholder Group delegates for approval by City Council.

**City Council Public Meeting #1**<br>**APR 14, 2020**<br>**Project Overview**<br>**Stakeholder C&E Plan**<br>  - Overview, roles and responsibilities<br>  - Stakeholder group details<br>  - Role, engagement method for each group<br>**ADVISE/RECOMMEND:** Note any critical pieces missing in the C&E Plan or Water Vision Stakeholder Group<br>**DECISION:**<br>  - Recommend C&E Plan and Water Vision Stakeholder Group delegates for approval by City Council.<br>  - Team moves to implement C&E Plan.

**Stakeholder Group Workshop #1 — Water Supply Planning 101**<br>**APR 16, 2020**<br>**Roles and responsibilities**<br>  - (Education) City Water Setting<br>**No specific input requested**

**Stakeholder Group Workshop #2 — Community Values and Needs**<br>**MAY 14, 2020**<br>**(Input) Plan objectives**<br>** (Input) Evaluation criteria**<br>** (Input) Water reliability concerns/risks**<br>** (Input) Potential supplies**<br>**PERCEPTION/OPINION of:**<br>  - Water reliability risks<br>  - Outcomes most important to their constituents<br>  - Evaluation criteria most important to their constituents<br>  - Missing supply options<br>**DELIVERABLE:** Chart of perceptions, values and preferences by stakeholder segment<br>  *Chart will be shared with Water Commission and City Council to inform key project recommendations and decisions.*

**Step 2. Evaluate Existing Portfolio.** Assess City’s existing water supply options combined with future demand needs to identify future supply gaps. Identify potential strategies to meet the gaps.

**Stakeholder Group Workshop #3 — Future Supply Considerations**<br>**JUN 18, 2020**<br>**Reiterate input from previous workshops regarding values**<br>**Evaluation of the existing portfolio**<br>** (Input) Future portfolio themes**<br>**PERCEPTION/OPINION of:**<br>  - Impact and benefits of suggested solutions to supply gaps on their constituency<br>  - Relative importance of future portfolio themes to their constituency<br>**DELIVERABLE:** Updated chart of perceptions, values and preferences by stakeholder segment<br>  *Chart will be shared with Water Commission and City Council to inform key project recommendations and decisions.*

**Water Commission Public Meeting #2**<br>**JUL 16, 2020**<br>** (Input) Evaluation of the existing portfolio**<br>** (Input) Potential solutions to existing portfolio gaps**<br>** (Input) Future portfolio themes**<br>**Feedback from stakeholders for each item**<br>**PERCEPTION/OPINION of:**<br>  - Existing portfolio gap findings<br>  - Potential solutions to supply gaps<br>  - Future portfolio themes<br>**ADVISE/RECOMMEND:** Ranking of future portfolio themes<br>**Inform Step 3 (future portfolio development and evaluation)**
### Step 3. Develop Future Portfolios. Develop future portfolios and evaluate their performance against the project objectives.

<table>
<thead>
<tr>
<th>MEETING OR WORKSHOP</th>
<th>PRESENTATION CONTENT</th>
<th>KEY REQUESTED INPUT</th>
<th>OUTCOMES</th>
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<tbody>
<tr>
<td><strong>Stakeholder Group</strong>&lt;br&gt;Workshop #4 — Future Portfolio Options&lt;br&gt;SEP 17, 2020</td>
<td>Future portfolio development and evaluation&lt;br&gt;Top portfolio findings&lt;br&gt;Sensitivity analysis and scenario analysis (optional)</td>
<td>PERCEPTION/OPINION: The potential impact and/or benefits of each top portfolio</td>
<td>Updated chart of perceptions, values and preferences by stakeholder segment</td>
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<td><strong>General Public Workshop #1</strong>&lt;br&gt;SEP 24, 2020</td>
<td>Project overview&lt;br&gt;Existing portfolio analysis&lt;br&gt;Top portfolio findings&lt;br&gt;Set up as “open house” with stations to facilitate Q&amp;A</td>
<td>PERCEPTION/OPINION: Top questions or concerns about each of the top portfolios</td>
<td>Updated chart of perceptions, values and preferences with general public input</td>
</tr>
<tr>
<td><strong>Water Commission Public Meeting #3</strong>&lt;br&gt;OCT 15, 2020</td>
<td>Stakeholder feedback to date&lt;br&gt;Future portfolio development and evaluation&lt;br&gt;Top portfolio findings&lt;br&gt;Sensitivity analysis and Scenario analysis</td>
<td>PERCEPTION/OPINION: Portfolio evaluation process and initial findings of top portfolios&lt;br&gt;ADVISE/RECOMMEND: Top portfolio recommendation and context/justification</td>
<td>Support of portfolio development, evaluation, and ranking process</td>
</tr>
<tr>
<td><strong>City Council Public Meeting #2</strong>&lt;br&gt;OCT 20, 2020</td>
<td>Stakeholder feedback to date&lt;br&gt;Existing portfolio analysis&lt;br&gt;Top portfolio findings</td>
<td>PERCEPTION/OPINION: Perceived concerns and/or preferences of each of the top portfolios</td>
<td>Understanding of stakeholder views&lt;br&gt;Support for project process</td>
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### Step 4. Finalize Future Portfolio. Finalize recommended portfolio and develop an adaptive implementation strategy.

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<td><strong>Stakeholder Group</strong>&lt;br&gt;Workshop #5 — Preview of Recommended Portfolio&lt;br&gt;DEC 3, 2020</td>
<td>Recommended portfolio and adaptive management plan&lt;br&gt;Performance under example future scenarios</td>
<td>ADVOCATE: Letters of support for recommended Portfolio by stakeholder group organizations</td>
<td>Advocates for plan recommendations&lt;br&gt;Updated chart of perceptions, values and preferences</td>
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<td><strong>General Public Workshop #2</strong>&lt;br&gt;JAN 9, 2021</td>
<td>Recommended portfolio and adaptive management plan&lt;br&gt;Performance of short list future scenarios&lt;br&gt;Set up as an open house with stations to facilitate Q&amp;A</td>
<td>PERCEPTION/OPINION: Top questions or concerns about recommended portfolios</td>
<td>Support for plan recommendations&lt;br&gt;Updated chart of perceptions, values and preferences</td>
</tr>
<tr>
<td><strong>Water Commission Public Meeting #3</strong>&lt;br&gt;JAN 21, 2021</td>
<td>Recommended portfolio and adaptive management plan&lt;br&gt;Performance under example future scenarios (longer list)</td>
<td>ADVISE/RECOMMEND: Recommend top portfolio for adoption by City Council</td>
<td>ADVISE/RECOMMEND: Recommend top portfolio for City Council approval</td>
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<tr>
<td><strong>City Council Public Meeting #3</strong>&lt;br&gt;JAN 26, 2021</td>
<td>Recommended portfolio and adaptive management plan&lt;br&gt;Performance of short list future scenarios</td>
<td>DECISION: Approve the recommended portfolio</td>
<td>DECISION: Approval of recommended portfolio</td>
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Document the portfolio and implementation strategy into the Enhanced UWMP.

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| City Council Public Meeting #4 APR 23, 2021 | • Public Draft EUWMP | • ADVISE/RECOMMEND: Update water policy  
• Public comment on Public Draft EUWMP | • DECISION: Approval of updated water policies |
PUBLIC-FACING CONTENT // HOW THE COMMUNITY CAN PARTICIPATE

Water Vision Stakeholder Group Workshops
An appointed group of community leaders representing the diverse issues, challenges, needs, uses and users of water within the City of Santa Barbara.

The group will participate in 5 interactive workshops from April through December 2020 to help ensure that the needs and values of the community are reflected in the resulting plan.

Attend Public Workshops
The City will host 2 public workshops in September 2020 and January 2021 to provide education and an interactive opportunity for the community to answer their top questions and concerns related to securing a reliable, affordable, environmentally friendly and resilient future water supply.

General Public Workshops
SEPTEMBER 24, 2020
JANUARY 9, 2021

Attend Public Meetings
The public is invited to attend any of the designated Water Commission and City Council meetings below to share comments or concerns about the project, and to address their questions. City staff and members of the project team will be available to answer top questions.

Project Email Updates
The public can sign up for the project email list located on the project website to receive ongoing updates and education about the project.

BY INVITATION ONLY

Stakeholder Group Workshops
APRIL 16, 2020
MAY 14, 2020
JUNE 18, 2020
SEPTEMBER 17, 2020
DECEMBER 3, 2020

City Council Meetings
APRIL 14, 2020
OCTOBER 20, 2020
JANUARY 26, 2021
APRIL 23, 2021

www.SantaBarbaraCA.gov/WaterVision