

Salinas River Long-Term Management Plan

Communication & Engagement Plan

Revised October 2018

Developed by the Consensus Building Institute

Activities Overview

	LTMP Development Summer-Fall 2018	Technical Memos Fall 2018	LTMP Submittal Early 2019
Interested Persons List	X	X	X
Website	X	X	X
Informational Materials	X	X	X
Public Workshop/Webinar	X		X
Planning Group Meetings	X	X	
Working Group Meetings	X	X	
Briefings (by Request)	X	X	
Regular Email Updates	X	X	X
Spanish-Translated Materials	X		X

Purpose and Outcomes

The purpose of this communication and engagement plan is to deepen understanding, support active engagement, and solicit input for developing the Salinas River Long-Term Management Plan (LTMP), with the goal of maintaining transparency and supporting a consistent, unified voice across the Salinas River Valley landscape.

The Monterey County Water Resources Agency (MCWRA) is the primary local agency managing and protecting water along the Salinas River while minimizing flood risk. MCWRA received funding from the California Coastal Conservancy to develop the Salinas River LTMP to help guide more comprehensive solutions to water management along the Salinas River. The LTMP will describe a multi-beneficial management program that addresses needs related to the MCWRA facilities and operations, as well as related issues such as flood risk reduction, water supply, water quality, natural resource conservation, threatened and endangered species management, and federal and state Endangered Species Act compliance.

Active engagement with agencies and the public is instrumental to the success of this effort. This communication and engagement plan outlines the various tools and approaches necessary for inclusive yet focused engagement. The MCWRA is also coordinating with other related planning and management efforts, including the Stream Maintenance Program and Salinas Valley groundwater sustainability plans.

How to Inform and Engage the Public

Participants in the LTMP process are committed to sharing information and soliciting input at key milestones during development of the LTMP. Information will be provided clearly and objectively. The public should be able to understand the primary goals of the LTMP and how local and regional efforts are connected to the LTMP. The primary opportunities for public involvement are through the LTMP website, the LTMP email list, planning group meetings, briefings, and outreach materials' distribution.

Input and Decision-Making

The purpose of this stakeholder engagement process is to develop a LTMP with widespread support. MCWRA will be the ultimate decision maker on plan content given that the plan must be complete by January 2019 (possible extension to end of February 2019). However, MCWRA is committed to working with the public, interested parties, and stakeholders through information sharing, workshops, and meetings to reach agreement (as much as possible) on the plan.

Planning Group

MCWRA has convened a planning group, composed of representatives from interested parties, to develop consensus recommendations on LTMP components. Planning group meetings are open to the public and will include a public comment period at each meeting. Meetings are expected to occur approximately monthly as of August 2018; meetings may switch to every other month depending on LTMP progress, in which case the project team may provide progress updates in between meetings.

Planning Milestones

Outreach will be anchored around LTMP development milestones.

1. **LTMP Development** – Summer/Fall 2018
2. **Submit LTMP** – January 2019 (possible extension to February 2019)

Key Messaging

Consistent and clear messaging is crucial for participants in the LTMP process to convey the purpose of the LTMP with a unified voice that resonates with interested parties and the public. Mutually agreed upon messaging includes:

- **Shared Vision.** The Salinas River is the lifeblood of the Valley. The LTMP can help stakeholders establish a shared vision of a sustainable future for the Salinas River and the Salinas River Valley.
- **Comprehensive Solution.** The LTMP is an important opportunity to develop a more comprehensive solution to management challenges in the Salinas River and lagoon.
- **Suite of Options for the Future.** The LTMP can serve as a stepping stone to future management actions by offering a broad set of considerations and strategies aligned with the LTMP vision. For instance, MCWRA needs a habitat conservation plan to comply with the federal Endangered Species Act, and MCWRA has time to develop a thoughtful conservation strategy for species that meets regulatory needs while also working for landowners / growers.
- **Funding Opportunities.** A comprehensive approach to management planning will make the LTMP competitive for federal and state grants to support implementation.

Communication Tools

Interested Persons Email List

The facilitator will send one to two email updates per month to the interested persons list, particularly leading up to each planning group meeting and public workshop / webinar and a summary afterwards. Interested parties can sign up on the LTMP website, and planning group and working group participants can contribute names to add to the list. Whenever individuals inquire about the process or attend a meeting, the project team adds them to the list. The list is broad and includes anyone who would like to stay informed about LTMP activities and anyone who the planning group or working group thinks should be informed about the LTMP development.

Website – SalinasRiverManagementProgram.org

The project website is an information repository for the stream maintenance program generally, including the LTMP and HCP development process. Background information, science, data and other materials, project information, and a schedule of meeting dates and meeting materials are all available on the site, as is a sign-up form for the LTMP interested parties email list. The website will support transparency by serving as a comprehensive, central source of information related to the LTMP and a record of the planning group's process and progress.

Informational Materials

Informational materials are critical for successful education and the circulation of consistent, accurate information. The planning group, working groups, and LTMP staff and consultants team will develop a range of materials and capitalize on LTMP-related materials when available. All materials will be posted to the project website.

Background Materials

- LTMP Development Process
- LTMP Purpose and Goals
- LTMP Factsheets (updated at key LTMP development milestones)
- Salinas River Map
- List of Data Sources
- Habitat Conservation Plan Process

Additional materials will be developed as needed.

Regular Email Updates, Website Updates, Meeting Announcements

Sent monthly to full email list and in advance of each meeting for planning group members.

Key Outcomes and Meeting Summary

The facilitator will develop a concise meeting summary following each planning group meeting. Each summary will begin with a brief description of key meeting outcomes, which participants can share with their organizations and interested parties. The summary will be posted to the website and sent to the interested parties list.

Outreach to Spanish Speaking Community

The technical consultant could translate key outreach materials to serve the large Spanish-speaking population in the area.

Strategic Organization Briefings

Planning group members and other staff may also conduct briefings at organizations strategically or upon request to expand its reach to other interest groups or to inform a broad section of the community that might not otherwise attend a LTMP meeting. Some options:

- League of Women Voters – hold a briefing luncheon in Salinas
- Chambers of Commerce – Salinas Valley, South County/King City, Latino Chamber
- Rotary Clubs – including the Salinas Rotary Club
- Greater Monterey County Integrated Regional Water Management Plan

Key Stakeholder Categories

- Agriculture Community and Landowners along the river, its tributaries, and lagoon
- Environmental – focus on birds, fish or aquatic species, habitat & plants
- Regulatory Agencies
- Scientific Community
- Stream Maintenance & Lagoon Experts
- Water Operations and Groundwater Management