



**EASTERN SAN JOAQUIN  
GROUNDWATER AUTHORITY**

**Communications & Engagement Plan Adoption  
ESJGWA Board Meeting  
December 11, 2024**

# Today's Presenters



**Marina Deligiannis**  
*Lead Facilitator*



**Khandriale Clark**  
*Associate Facilitator*

# Today's Agenda



- ✓ Introduction & Background Information
- ✓ Summary of 2024 **Stakeholder Engagement Survey** Solicitation and Results
- ✓ Summary of **Communications and Engagement (C&E)** Recommendations
- ✓ Summary of Draft C&E Plan Public Comments and changes to Draft C&E Plan
- ✓ C&E Plan Next Steps



# Introduction & Background

# Communication and Engagement (C&E) Plan – Background

## Support Provided by DWR:

- Stantec, through DWR’s Facilitation Support Services (FSS) Program, assisted the ESJGWA in updating its Communications & Engagement (C&E) Plan.
- The plan offers a menu of activities informed by 2023 and 2024 stakeholder survey responses.
- Development cost fully covered by DWR’s Facilitation Support Services Program.

## Public Engagement:

- Draft C&E Plan posted on November 20, 2024; public comment period ended on December 5, 2024.
- Sierra Club Delta-Sierra Group submitted two comment letters, attached to the staff report.
- Steering Committee recommended plan adoption on November 13, 2024.



# Summary of 2024 Stakeholder Engagement Survey Solicitation and Results

# Summary of 2024 Stakeholder Engagement Survey – Solicitation

2024 Stakeholder Engagement Survey received a total of **52** responses

## SURVEY SOLICITATION PERIOD

**JULY 29, 2024 – AUGUST 31, 2024**

### Outreach and Distribution Efforts

- Interested Parties Database
- GWA and GSA websites
- Advertisement during public meetings
- Direct email communications

### Survey Accessibility

- Online via Survey Monkey (link and QR code access)
- Hard copies available during public meetings and distributed via ESJGWA & GSAs
- Spanish and English Versions

GSA	NUMBER OF RESPONDENTS
Eastside San Joaquin GSA	12
North San Joaquin Water Conservation District GSA	10
Stockton East Water District GSA	9

USER GROUP	NUMBER OF RESPONDENTS
Agriculture Sector	34
City Water Systems	15
Private Domestic Well Owners	7

# Summary of 2024 Stakeholder Engagement Survey – Analysis and Results

- Most respondents (77%) indicated a strong **knowledge of SGMA**, while a smaller group (23%) knew less
- Most respondents expressed significant **concern about groundwater levels and quality** ranging from most respondents outlining being "extremely" and "very" concerned.
- Local GSAs and the Eastern San Joaquin Groundwater Authority (ESJGWA) were the most frequently accessed resources for **groundwater information**.
- Email was overwhelmingly preferred **communication method** followed by GSA meetings and U.S. Mail
- The most popular strategies for **addressing groundwater issues** were groundwater banking programs, and incentives for using available surface water. Comments reflected interest in increasing regional water supply through infrastructure projects and recycled water use.
- Respondents recommended improvements for GSP readability and accessibility





# Summary of Communications and Engagement Recommendations

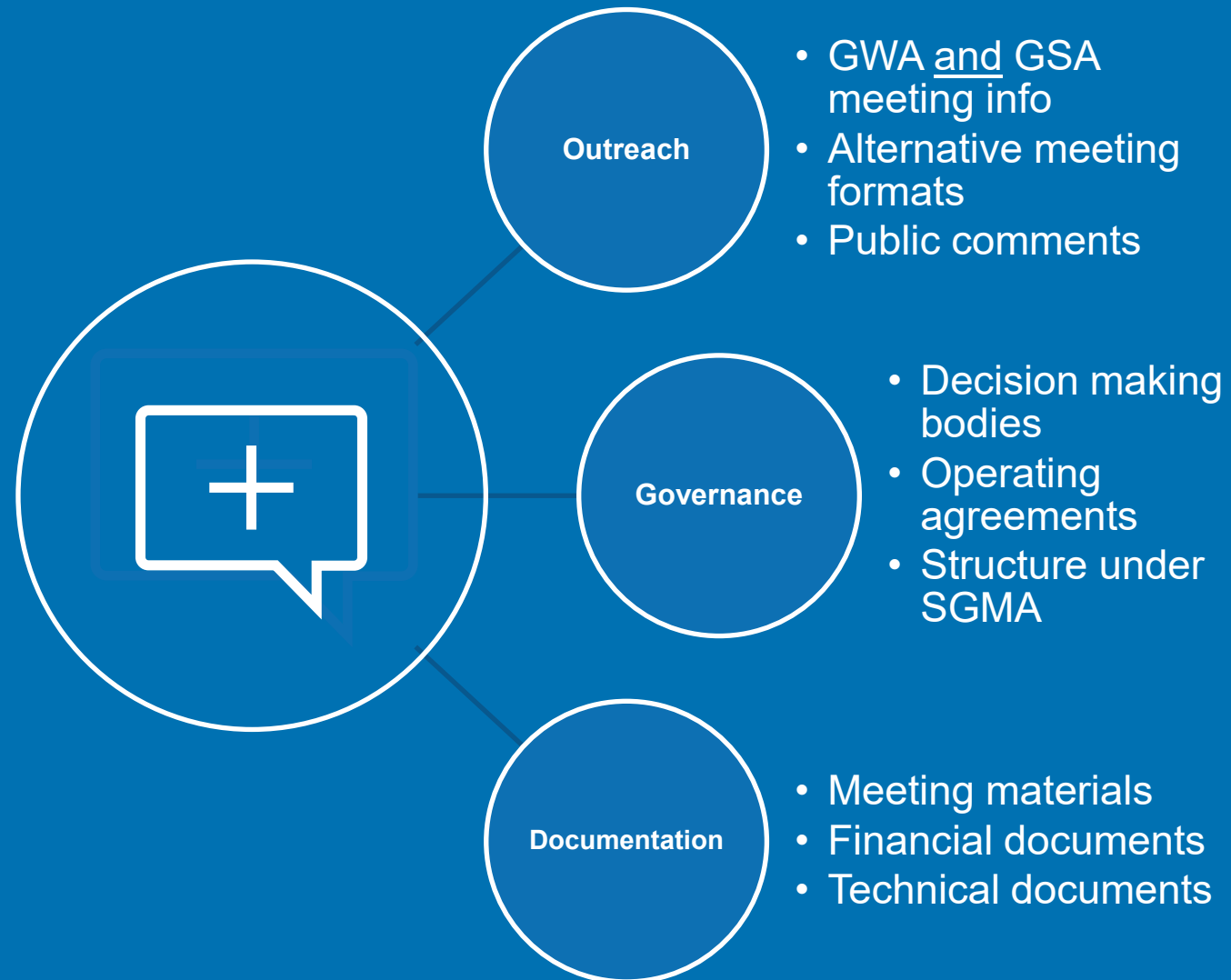
# C&E Plan - Menu of Recommendations

PRIORITY CATEGORY	PRIORITY OPTION(S)
<b>Legislation Driven</b>	<ul style="list-style-type: none"> <li>• Enterprise Management System Management and Transparency</li> </ul>
<b>SGMA Driven</b>	<ul style="list-style-type: none"> <li>• Communications and Engagement Tracker</li> <li>• Outreach Toolkit</li> </ul>
<b>Community Driven</b>	<ul style="list-style-type: none"> <li>• Interested Parties Database</li> <li>• Speakers Bureau</li> <li>• Target Outreach</li> <li>• Workgroups or Committees</li> <li>• Tribal and Sacred Land Contact List</li> <li>• Website Management</li> <li>• Comment Portal</li> <li>• Funding and Finance</li> <li>• Outreach Coordinator</li> </ul>



# Summary of Draft C&E Plan Public Comments and Changes to Draft C&E Plan

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# C&E Plan Nex Steps

# C&E Plan Next Steps

- **Anticipated Implementation Process:**
  - ESJGWA Board adopts C&E Plan today.
  - Activities are then selected during the Annual Work Plan and Budget development process to align with ESJGWA needs and staffing/budget constraints each year.
  - GSAs are responsible for engaging their stakeholders, while ESJGWA-specific activities are outlined in the C&E Plan.
  - The ESGWA and GSAs work together to tackle priority issues in 2025, including development and implementation of a web strategy for SGMA compliance.

# Questions?

- Brandon Nakagawa:  
[brandon.nakagawa@ssjid.gov](mailto:brandon.nakagawa@ssjid.gov)
- Marina Deligiannis:  
[Marina.Deligiannis@stantec.com](mailto:Marina.Deligiannis@stantec.com)
- Khandriale Clark:  
[Khandriale.Clark@stantec.com](mailto:Khandriale.Clark@stantec.com)

