COLLABORATION ENHANCEMENTS

1. Expanded State Agency SC
2. Expanded Federal Involvement
3. Outreach Inventory
4. Increased Tribal Involvement
5. Increased Regional Involvement
COLLABORATION ENHANCEMENTS

6. Focus on Advisory Committee

7. Caucus Structure

8. Increased Public Outreach to expand Water Plan Audience beyond the Water Community

9. Tailored Messaging
STEERING COMMITTEE

- ADDITION of Coastal Commission and Ocean Protection Council
- Introduction of sub-committee work on state agency related issues
- Opportunities for expanded regional and caucus participation
FEDERAL INVOLVEMENT

- Help and support of the Biodiversity Council
- **Anticipated benefits** –
  - Coordination of Missions and Policies
  - Strategic Investment and Cost-Sharing
  - Better Use of Existing Resources
- More Efficient Engagement of Stakeholders
HOW

- Establish a Federal Agency Network (FAN)
- Members attend State Agency Steering Committee, Advisory Committee and other relevant meetings when the issues discussed pertain to them and would benefit the participants
- Increase the coordination between federal involvement and tribal involvement
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- Establish a Federal Agency Network (FAN)
- Members attend State Agency Steering Committee, Advisory Committees and other relevant meetings when the issues discussed pertain to them and would benefit the participants
- Increase the coordination between federal involvement and tribal involvement
- Include relevant Federal Plans in Companion Plans Chapter
INCREASED TRIBAL INVOLVEMENT

Continue existing efforts such as:

- Tribal Briefings and Regional Activities
- Tribal Summit in 2011-12 Timeframe
- Tribal Slot on Advisory Committee
- Native American Heritage Commission

New

- Formal Structures for Tribal Input – including Tribal Advisory Committee
- Joint meetings with FAN and SC as appropriate
METHODS

Summer 2010 outreach Tribes for feedback on structuring the new Tribal Advisory Committee by

1. Checking in with participants from the Update 2009 Tribal Communication Committee and Tribal Water Summit Planning Team.

2. Distributing electronically the draft proposal for Tribal involvement in Update 2013 to the Tribal Communication Listserv and inviting comments.
3. Distributing in hard copy a draft proposal for Tribal involvement in *Update 2013* to all federally-recognized and non-federally recognized Tribes on the list maintained by the California Native American Heritage Commission, and inviting their comments.

4. Distributing electronically (or in hard copy where needed) a draft proposal to participants in the 2009 Tribal Water Summit and inviting their comments.

5. Hosting a dedicated Tribal engagement workshop in August 2010, to review and comment on a draft proposal for Tribal involvement in *Update 2013*. 
INCREASED REGIONAL INVOLVEMENT

- Refine the types of information to be developed at the Regional Level and processes to accomplish the work.

- DWR to assign a regional coordinator to each of the 12 identified IRWM funding regions, with duties that include Water Plan coordination.

- DWR creating a Regional Outreach structure and lead coordinator to ensure integration of efforts.
REGIONAL GOALS

Goals for *Update 2013* include:

1. Regions contribute data to be used in Regional Reports
2. Regional representation on the Advisory Committee
3. Increased intra-regional, and inter-regional networking
4. Active regional participation by **Steering Committee** and **FAN agencies** via their Regional Offices and structures
Re-Chartered 
 ADVISORY 
 COMMITTEE

1. Includes Regional Representation as well as the interest based representation required by Water Code and organizations with a focus on the expanded Water Plan Topics

2. Supported by Interest Based Caucus structure and Regional Gatherings to provide topical and place-based perspectives.
Prominent Role for AC 2013

**PROCESS**

- Regular Attendance at Working and Other Meetings, approximately every 6-8 weeks
- *Includes*
  - Attendance at Interest Based and/or Regional Caucus or Gatherings
  - Annual Plenary Sessions

**CONTENT**

- Focus on Water Plan enhancements including:
  - Sustainability Indicators,
  - flood, near-coastal ecosystems and issues,
  - land use, environmental water, data management,
  - ETC. – see full list of enhancements for more detail.
State Water Analysis
Network (SWAN)

- Serves as the Water Plan Technical Advisory Committee
- Addresses Specific Technical issues including Climate Change, Information Exchange and Data Integrations, and Shared Analytical Tools and Methods
- All meetings open to public
- Incorporation of Shared Vision Planning in Update 2013
CAUCUS STRUCTURE

- Advisory Committee (AC) Members are supported by Interest Based and/or Place Based Regional caucuses and gatherings to receive input about relevant Water Plan Topics.
- Caucuses and gatherings allow direct participation by a greater number of interested stakeholders on topics of specific interest without the demands of longer AC meetings.
- Convened as need and as interest dictates.
CAUCUS MEMBERS

- Volunteers
- Attend 2-4 hour meetings as needed to provide input on specific topics related to the Water Plan
- Receive communications and other materials similar to AC members
- Some Caucuses may be more active than others, depending on interest and topics to be discussed
- Encouraged to attend Plenary Sessions
OUTREACH INVENTORY

- Compilation of existing meetings, conferences and other gatherings for which participants would benefit from receiving Water Plan information and/or the participants may be the best individuals to comment or work on Water Plan Topics.
INVENTORY GOALS

Leverage existing meetings to:

- Increase the Water Plan audience
- Reduce the total number of meetings a single individual might need to attend
- Avoid schedule conflicts
- Create tool useful for all related initiatives
INCREASED OUTREACH

- Increase Public Outreach and Communications to expand the Water Plan Audience beyond the Water Community.
- Using various communications methods being developed for Water Use Efficiency, Drought, and FloodSAFE efforts, move Update 13 information into greater use by decision makers and other Californians.
TAILORED MESSAGING

- Tailor messages to make information more accessible and readable to a variety of targeted audiences.
AUDIENCE CENTRIC APPROACH

- Produce audience specific materials (for example expand use of tools like brochures distributed at professional or regional conferences tailored to tops of interest to that specific group)

- Use surveys, focus groups, polls, and the SC and AC among others to help formulate appropriate messages that support informed decisions by individuals and leaders.
Expanded Approach

DWR & Other State Agencies

Multi-Disciplinary Project Team

Work Teams
- Analytical Tools & Data
- Communications Planning
- Drought Planning
- Environmental Water
- Facilitation
- Integrated Flood Management
- Land & Water Use
- Resource Management Strategies
- Water Supply & Balance
- Water Quality

Regional Leads
- State staff working with Regional Efforts
- Regional Reports

Statewide Water Analysis Network (SWAN)

Scientists & Engineers

Information Exchange & Data Integration  Climate Change  Shared Analytical Tools & Methods
Target Audiences

ADVISORY COMMITTEE
Caucus

STEERING COMMITTEE

FAN
TRIBAL

Broader Public
UPDATED & EXPANDED APPROACH REMAINS VERY SIMILAR WITH EXPANDED AGENCY PARTICIPATION
Other Outreach

Potential media outlets and resources include:

- Communication Outlets and resources will focus on the outreach and distribution of the Update 2013 and maximizing its utilization and readership.

- Print Media: newspapers, newsletters, flyers, brochures, Press Releases
- Electronic Media: Website, Multi-Media and Interactive Links, Maps, Posting Web Banners on Partner Sites
- Social Bookmarking: Stumbleupon, Delicious
QUESTIONS?
QUESTIONS

1. What are your initial thoughts related to the proposal for Interest Based and Regional caucus structures?

2. Thinking about the various other proposals for collaboration – please provide your suggestions and thoughts on what we should keep in mind as we proceed.

3. Please provide any other advice you have on improving the collaboration process.