

**GREATER MONTEREY COUNTY IRWM
REGIONAL WATER MANAGEMENT
GROUP
DISADVANTAGED COMMUNITY OUTREACH PLAN**

**Prepared for the
Environmental Justice Coalition for Water**

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**DISADVANTAGED COMMUNITY OUTREACH PLAN
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1. INTRODUCTION

The purpose of the Disadvantaged Community Outreach Plan for the Greater Monterey County IRWM Planning Region is to ensure that the statewide priorities for the Integrated Regional Water Management Program (IRWMP) are met and to lay out a strategy to effectively engage disadvantaged communities in regional water decision making processes that directly impact their lives. The California Department of Water Resources requires IRWM Programs to include provisions to, among other things, ensure equitable distribution of benefits by increasing participation of small and Disadvantaged Communities (DACs) in the IRWM planning process and to address safe drinking water and wastewater treatment needs of those communities.

The Outreach Plan and its related tasks create the framework whereby the Greater Monterey County IRWM Planning Region can successfully satisfy the following IRWM Program preferences as specified in PRC §75026(b):

- Address critical water supply or water quality needs of DACs within the region.
- Address statewide priorities, including “ensure equitable distribution of benefits,” which includes specifically:
 - Increase the participation of small and disadvantaged communities in the IRWM process.
 - Develop multi-benefit projects with consideration of affected DACs and vulnerable populations.
 - Identify and include projects that address safe drinking water and wastewater treatment needs of DACs.

The Regional Water Management Group (RWMG) has identified outreach to DACs as one of its priorities. Meaningful public participation goals, objectives, and strategies are critical to involving DACs in the process of recommending and pursuing projects and programs in their communities. This Outreach Plan was prepared to help coordinate and guide the outreach activities to reach and involve DACs in their communities and, by meaningful dialog, to communicate water resource issues that are important to them. The Outreach Plan includes data that is currently available about communities that meet the definition by the California Department of Water Resources (DWR) of “Disadvantaged Community” (DAC) and gives a brief overview of water issues affecting these communities. The Plan also outlines responsibilities for implementation and evaluation of outreach activities envisioned. As mapping information and other data becomes available, the Outreach Plan will be updated and expanded to include the emerging critical water issues impacting DACs and newly identified areas that meet DAC criteria.

2. DISADVANTAGED COMMUNITIES

Disadvantaged Community is defined by the California Department of Water Resources (DWR) as any community where the median household income (MHI) is below 80% of the statewide median household income (SMHI).

DISADVANTAGED COMMUNITIES WITHIN THE GREATER MONTEREY COUNTY IRWM PLANNING REGION

The RWMG considered 2000 census data in developing an initial list of DACs for the adopted IRWM Plan. Census data released subsequently has identified additional DACs. Annual household income information is made available by the US Bureau of the Census through annual American Community Survey (ACS) data which includes income sampling that is no longer collected in other census records. According to ACS data, four census tracts meet Disadvantaged Community income criteria in the Greater Monterey County IRWM region: Boronda Castroville, Chualar, and San Ardo.

A tract-level search using 2006-2012 ACS data identified additional DAC areas outside of these communities. These include 20 census tract areas, primarily in or near the cities of Salinas, King City, Gonzales, and Marina, and in the McClosky Slough area north of Moss Landing. Five of those census tract areas qualify as “severely DACs”, with MHIs that are less than 60% of the statewide MHI. Of the incorporated cities and Census Designated Places (CDPs) in the region, eleven had a higher poverty percentage than the State’s poverty percentage (defined as percentage of families whose income during the past 12 months was below the poverty line). See Appendix Table B.1 for income, poverty and ethnicity of these four census tracts.

In addition to these identified DAC tracts, there may be “hidden” DACs within larger census groupings. Because the Greater Monterey County IRWM Planning Region includes many more rural and sparsely populated tracts, it is anticipated that there are additional communities not identified by tract level data searches that meet DWR’s definition of a disadvantaged community. In March, 2012, the California Department of Water Resources announced that DAC identification should be based on 5-year ACS data and that a mapping tool was available to IRWM regions. How to identify low-income unincorporated communities that are not tracked by the ACS was not specified. Alternative methods for determination of DAC status are under development and will be included in the draft revised IRWMP Implementation Grant Guidelines scheduled for release July 2012. This is a problem because it excludes communities like San Jerardo that have had serious water challenges in the past and could prevent access to funding opportunities in Round 2 of IRWMP Implementation Grants. See Appendix Table B.2: American Community Survey 2006-2010 Monterey County Census Tract DACs by Income.

An updated map of disadvantaged areas in the Greater Monterey County IRWM region developed by the Central Coast Wetlands Group is included in Appendix A as Map 1.

WATER NEEDS AND CONSTRAINTS

DACs in Monterey County face a variety of water-related challenges, including water supply, water quality, wastewater treatment, and flooding problems. Many drinking water systems are experiencing rising rates of contamination. Environmental justice concerns exist where water resource problems disproportionately impact communities that lack the capacity to address those problems themselves, due to financial, language, or other constraints.

Other impediments to DAC participation in the IRWM planning process are common in both urban and rural areas such as lack of accessible information on water quality, related health impacts and resources to address those needs. Outreach planning may need to account for other difficulties that are experienced by disadvantaged community members.

WATER QUALITY

Drinking water quality is a primary concern in the Salinas Valley and some parts of North County, especially for small and low-income communities. Groundwater is the primary source of water for the Greater Monterey County IRWM Planning Region. Common contaminants in Monterey County groundwater are nitrates, dissolved solids, and arsenic. A recent draft study completed by the University of California, Davis, "Addressing Nitrate in California's Drinking Water", currently in the public review and comment process, reports that one third of wells in the northern, eastern and central areas of the Salinas Valley tested for nitrates in excess of the State standard of 45 milligrams per liter that is acceptable for safe drinking water. One in ten public supply wells are estimated by the draft UC study to exceed the nitrate levels before treatment. Further, the draft study concluded that nitrate problems are likely to worsen for several decades. Low-income communities and small systems with few customers may not have the ability to increase water rates to raise the funding necessary to address drinking water contamination. The San Jerardo Farm Cooperative, a low-income community in the Salinas Valley, was recently awarded grant funds to install a new water filtration system to address their highly contaminated drinking water supply. Even with this up-front financial assistance, members of the Cooperative still have to pay four to five times more in their monthly water bills than previously to pay for the operating costs of the new system (their water bills have increased on average from \$25-30 per month to \$100-150 per month).

Monterey County Health Department, Environmental Division, the Central Coast Regional Water Quality Control Board and a number of Community Service or Water Districts were contacted for information regarding areas that might be known to experience water quality problems. Several farm worker housing developments in the Salinas Valley and residential areas near Struve Road and Hudson Landing in North Monterey County and in the community of San Lucas were noted as being of particular concern until such time as treatment systems or new water supplies are brought on-line. Smaller communities in this area may also qualify as disadvantaged and are planned to be included in outreach efforts.

LANGUAGE AND CULTURAL CONSIDERATIONS

According to census data the population of Monterey County is 55.4 percent Hispanic/Latino. Many are first-generation and are mono-lingual in Spanish. Language diversity in the Greater Monterey Region will necessitate development of bilingual (Spanish) outreach materials and outreach partners. Other languages may be represented within specific DAC communities. In fact, 53 percent of households speak a language other than English at home. For example, the City of Greenfield has a large number of household from the Oaxaca region of Mexico, where the primary language is an indigenous dialect unrelated to Spanish. Greenfield city staff has established connections with this community. Outreach should be coordinated in partnership with the City of Greenfield in this instance.

The RWMG specifically has identified the need to expand outreach to Native American tribal communities in a culturally sensitive way as described in the Community Outreach section of this plan. In 2010 Monterey County had a Native American population of 5,396 persons or 1.3 percent of the County population. Although

tribal affiliations are expected to be diverse within the County, the Ohlone/Coastanoan - Esselen and Salinian tribes who are native to the area are expected to be present and representatives will be contacted as part of the outreach process begun by the RWMG.

AFFORDABILITY

As demonstrated in San Jerardo, access to adequate and safe water may not be within the reach of some DACs due to economic circumstances. The draft UC Davis study reported that small, rural communities in the Salinas Valley are “among the poorest in California and have limited economic means or capacity to maintain safe drinking water given threats from nitrate and other contaminants” and concluded that small communities cannot afford safe drinking water treatment and supply options. DACs are affected disproportionately throughout Monterey County due to high treatment costs in relation to household income. The lowest income households may be unable to afford bottled water or filtration systems if tap water or well water is undrinkable. Affordability of water and wastewater expenses is often expressed as a maximum of 2% of MHI or \$81 per month. Using current MHI data, lower income households are likely to experience financial hardship even at that rate per month.

3. ROLES AND RESPONSIBILITIES

The Greater Monterey County Regional Water Management Group has made a concerted effort to ensure that the water resource management needs and interests of DACs are fully addressed in the IRWM Plan. Two organizations, the Environmental Justice Coalition for Water (EJCW) and the San Jerardo Cooperative, were asked to participate in the RWMG specifically to represent DAC interests. They were joined in this effort by the Rural Community Assistance Corporation (RCAC) in late 2011.

DAC REPRESENTATIVES ON THE RWMG

EJCW is a statewide coalition comprised of over 70 community based and non-profit member organizations working on water justice issues that impact low income communities and communities of color. EJCW has identified a chronic lack of access to safe and affordable water resources as a critical disparity facing many of California's communities, and aims to build the capacity of organizations and groups to engage in local, regional and statewide water policy and planning (See www.ejcw.org).

The San Jerardo Cooperative is a unique rural housing complex for low income farmworker families in rural Monterey County. The Cooperative is the first such development in California, where there are 60 units that are owned by Cooperative members as a mutual benefit organization, four rental units, a community room, child care center and soccer fields. The Cooperative has experienced severe drinking water contamination and wastewater issues and has recently been approved for an IRWMP implementation grant for wastewater system improvements. San Jerardo has also been involved in the statewide movement for water justice.

RCAC provides training and technical assistance to rural communities in the western states and has been a partner with EJCW and the San Jerardo Cooperative in developing solutions to San Jerardo's water quality problems. RCAC is currently in discussions with one potential DAC in the Greater Monterey IRWM region and two in the adjacent Monterey Peninsula IRWM region to provide technical assistance on water quality issues. (See www.RCAC.org)

The Castroville Community Service District, a stakeholder on the RWMG, was successful in obtaining IRWMP Implementation Funding. The grant will replace an arsenic contaminated water supply with a new well to serve this DAC community.

EXPANSION OF OUTREACH TO DISADVANTAGED COMMUNITIES

EJCW, the San Jerardo Cooperative and now, RCAC have collaborated with the RWMG to ensure that the water related needs and priorities of DACs were considered and addressed in the IRWM Plan. However, time and funding constraints limited the DAC outreach that the organizations were able to conduct during the initial IRWM planning process. IRWM Planning Grant funds were applied for in 2011 to expand outreach to other areas and enable other assistance to be provided to DACs. The Planning Grant is sponsored by the Monterey Bay Sanctuary Foundation (MBSF) under an Agreement with DWR. Outreach activities will take place over a two year period. MBSF has contracted with EJCW to implement the Outreach Plan funded by the IRWM Planning Grant as further described in the sections that follow. Ongoing water issues of concern will be identified, basic water education materials developed, and advocacy services provided.

ROLE OF EJCW

The Environmental Justice Coalition for Water will have the primary responsibility for outreach to DACs within the Greater Monterey County IRWM Planning Region. DAC Outreach will be conducted in a phased manner, increasing and broadening over time. EJCW plans to add a part-time Outreach Specialist who has experience in working with DACs, the appropriate language skills and an interest in water issues. Certain important technical services are specialized and will be contracted out to other parties. EJCW staff will engage in collaborations and in partnerships to further expand outreach activities. Implementation activities will begin immediately and progress reports will be made to the IRWM Planning Grant sponsor, the Monterey Bay Sanctuary Foundation as required under the terms of the grant.

Outreach will begin in areas that have been previously identified as DACs in the Salinas Valley and in North Monterey County. Other areas may be added upon further analysis of the IRWM DAC map data, information made available from public agencies and organizations for smaller areas, and published studies such as the draft UC Davis nitrate assessment report. There is also a need to investigate potential DAC issues in areas that are undergoing a severe water shortage and in areas with high levels of arsenic or other contaminants. EJCW has already made contact with several stakeholders in these areas and will continue outreach to communities in the region.

A special effort will be made to mobilize communities in the Salinas Valley to participate strategically in RWMG meetings. EJCW will advocate for the development of water projects that can be included in the IRWM Plan, particularly water and wastewater projects, but also including other projects based on identified needs of DACs.

ONGOING ROLE OF THE RWMG

RWMG participants and stakeholders who have worked closely with many of Greater Monterey County's DACs will be provided with an opportunity to comment on the Outreach Plan prior to its implementation. Review of the plan is scheduled for the RWMG meeting on April 18, 2012. In addition, outreach will be reviewed and evaluated periodically over the two year duration of the IRWM Planning Grant using evaluation criteria specified in Sections 4-6 below. Objectives and strategies may be modified over time depending on the level of DAC participation achieved, as projects are prioritized, and upon evaluation by the RWMG. Recommendations may be made by the RWMG to modify the Plan to improve outcomes if strategies have been unproductive in targeted areas.

The RWMG recognizes that even within DAC communities, there may be populations that are severely disadvantaged and may require additional support. DACs may also be rendered invisible in other ways, for example, low-income communities that may live within wealthier ones, unincorporated communities that are not tracked by Census, or other communities that are not well documented. This problem is especially significant in rural areas. Identifying these "hidden" DACs will be part of the DAC Outreach effort. The RWMG is applying for a second round of IRWM Planning Grant funding which, if approved, will provide additional funding for DAC outreach and technical assistance to these communities. The Greater Monterey County IRWMP application for the second round of Implementation Grants in 2012 is expected to include DAC sponsored projects that are either on the adopted Project List or that are approved during a general solicitation process later this year.

4. COORDINATION WITH LOCAL AGENCIES AND ORGANIZATIONS

Strong partnerships with local agencies and non-profit organizations are critically important to a successful outreach strategy targeting DACs. These institutions have knowledge of communities, have existing relationships with the communities that can be leveraged and built on, and may already be aware of key issues and concerns within the communities. Some may already be familiar with the IRWM Plan but others may not. Recognizing the importance of strong local partnerships, the outreach work will include a significant focus on identifying and developing relationships with key local agencies, non-profit organizations and other community institutions that have existing relationships with DACs. EJCW will coordinate with identified local agencies and organizations in advance of outreach to DACs to gain awareness and sensitivity to community-specific issues. By coordinating with local agencies and organizations, better communications and stronger relationships with local partners should be achieved, and more effective outreach should result.

Throughout the conversations with local agencies, non-profit organizations and community institutions particular focus will be on gathering insights and ideas regarding the best methods to reach their constituents; identify communities where needs are greatest; determine where opportunities for collaboration may exist; explore suggestions of potential DAC projects where prior projects failed, and determine what approaches might be successful. These discussions will also gather information about the languages that are spoken and read by target DACs, and take suggestions about the tools that are most appropriate for communicating and engaging with the community. Finally, they will seek to identify existing efforts or plans to address water quality, water supply, affordability and/or open space issues in the targeted DACs and facilitate introductions to the proponents of those efforts in order to meet and discuss common ground.

OBJECTIVES

- Inform and involve local agencies and organizations in the IRWM process while coordinating closely with them in advance of and throughout outreach to DACs who are their constituents.
- Communicate with identified groups, as they are likely to be familiar with the needs of the communities and be able to identify community leaders to facilitate successful outreach to the Region's DACs and successful DAC project development.
- Build on existing relationships between local agencies/organizations and DACs to increase DAC participation in identifying and developing projects and develop trust in the IRWM Plan process.

STRATEGIES AND ACTIVITIES

- Identify local agencies, non-profit organizations and other community institutions with existing relationships that could facilitate successful communications with the DACs. Particular, but not exclusive, focus will be on:
 - Local DAC focused community organizations
 - Leaders in educational institutions
 - Churches and other faith based institutions
 - Community clinics and health service providers
 - Social service providers
 - Legal services organizations
 - Representatives of business organizations

- Elected and other local government/agency representatives
- Update and expand the existing stakeholder contact list with current information for local agencies and organizations working in or partnering with DACs.
- Meet with identified representatives of local agencies and organizations to deepen their understanding of the IRWM planning process, explore the possibility of partnering to conduct IRWM Plan outreach, identify key leaders of targeted DACs and develop appropriate strategies for communicating with them.
- Invite representatives of local agencies and organizations to participate in or cosponsor IRWM Plan workshops for DACs and other DAC outreach. Workshops and community meetings that are sponsored or cosponsored by local agencies and organizations are likely to be better attended and received by DACs
- Coordinate with representatives of local agencies and organizations to jointly conduct interviews with key constituent leaders of DACs and explore appropriate means of communicating with larger numbers of the targeted DACs.
- Coordinate specifically with tribal leaders of the Esselen and Salinian tribes and other active organizations representing Native American interests
- Coordinate specifically with representatives of the Center for Community Advocacy, Salud Para la Gente, and other organizations that provide advocacy and related services to the Hispanic/Latino community.
- Where organizations are willing to partner with EJCW to facilitate outreach, identify “next steps” of working together towards increasing DAC participation in the IRWM Plan process.
- Personally invite local agency and organization representatives to join as stakeholders and participate in meetings or workshops on an open-ended basis. Representatives may not have time to participate, but the invitation should be extended and remain open. If they cannot participate, let them know where to find information (e.g., website.)
- Coordinate with local agencies and organizations to identify resources, opportunities, and other non-IRWM Plan activities that could benefit the target DACs in their efforts to identify, develop, and implement DAC projects.
- When meeting with local agencies organizations, EJCW and local representatives will not only discuss opportunities, but also reasonable expectations and possible other (non-IRWM) partners that could also participate in helping DACs develop projects for their communities and determine what participation they could assume.

EVALUATION

1. Did representatives of EJCW identify and meet with representatives of local government and local organizations representing the targeted DACs?
2. Did they develop a preliminary understanding of water and community issues facing the target DACs; a preliminary understanding of communications methods that are appropriate for the targeted DACs; including the languages spoken and read in the communities, and any publications that the DACs may receive at home or houses of worship, from their children’s schools, or other means?
3. Were representatives of EJCW introduced to (or at least informed of) leaders of DACs?
4. Does EJCW have an increased understanding of appropriate methods for contacting and interacting with members of DACs, based upon credible local experience of the representatives from the agencies or organizations?
5. Did any potential local partners agree to sponsor or assist in outreach to target DACs?
6. Were representatives of organizations contacted to participate in IRWM Plan meetings and workshops

on an open basis?

5. COMMUNITY OUTREACH

In order for the Greater Monterey County IRWM Planning effort to successfully identify and address the needs of DACs, active engagement of DACs throughout the process is absolutely necessary. This engagement is what ensures that DAC projects are identified and included in the processes, and ensures that proposed projects have the cooperation, knowledge and commitment of the people who live and work in the target communities, and are therefore able to be completed successfully.

While many factors impact whether and how DACs engage, including the IRWM partners commitment to engaging with DACs as full partners who have the standing to impact the outcomes of the processes as well as personal circumstances facing leaders and residents in the communities, a critical factor is the implementation of an effective outreach strategy. Using targeted individual and community outreach in DAC communities, EJCW will provide opportunities for DACs to become informed and involved as equal partners in projects that would benefit their communities. Public participation efforts are intended to be inclusive and democratic, and to allow time for thorough communication of issues, potential solutions, potential impacts and benefits, responsibilities, and potential partnerships. DACs will have the opportunities to propose and explore new projects that will address water supply, affordability and open space needs.

While people who live and work in DACs will be invited to participate in ongoing IRWM meetings and workshops, interaction with DACs is expected to mainly take place within the targeted communities or in centralized locations nearby. As described in the previous section, outreach in the communities will build off of existing relationships that partner organizations have in communities and will attempt to, where possible, be incorporated into ongoing forums for information exchange. This could include things like doing presentations where adults are already coming together to receive services, take classes or learn about other issues impacting their communities. Wherever possible outreach to DACs will be led, introduced, or facilitated by people or entities that have existing relationships with the targeted communities and an understanding of the IRWM Plan processes.

OBJECTIVES

- Increase DAC and tribal engagement in the IRWM planning process.
- Foster participation of DAC and tribal leaders in meetings by encouraging cultural sensitivity of the IRWM Plan.
- Obtain commitments from the DACs that are essential to successful project development and progress through the IRWMP application process.
- Involve DACs in developing projects – and where needed, adding new projects to the IRWM projects list that will serve DACs to address water resource needs.
- Improve the chances of DAC projects being approved for grant funding and implementation.
- Advocate for a fair ranking system that supports DAC community concerns and priorities.

STRATEGIES AND ACTIVITIES

Two overarching strategies are planned by EJCW to ensure the greatest level of participation by DAC community members leading to exploration and implementation of water improvement projects fully supported by the

DACs. The first strategy is to encourage partnerships with interested organizations and individuals that will assist and support EJCW's outreach, needs assessment and planning efforts in order to reach all segments of DAC communities. Concurrently, EJCW will work with DACs that have accepted projects on the IRWM Plan project list or that express an interest in the next RWMG solicitation in order to provide advisory and advocacy services and technical assistance to enhance the prospects for DAC project selection and potential IRWMP grant funding. Services will be provided through IRWM Planning Grant funding over a period of approximately eighteen months or more as funding allows. The Outreach Plan will be updated as additional DACs are identified and needs are prioritized and with continuing review and refinements by the RWMG and EJCW.

Building Partnerships

Collaboration and partnership with public agencies and community organizations is a proven strategy of the IRWM process that will be utilized in DAC outreach activities. As discussed in the previous section, EJCW plans to build on prior contacts with the public agencies,, representatives of water and wastewater service providers and non-profit agencies with interests in water quality, access and affordability issues and will continue to discuss opportunities for outreach partnerships within their jurisdictions. Relationships with community advocacy and non-profit organizations and other community groups will be renewed and additional groups will be contacted in DACs that are newly identified to encourage participation and collaborative outreach activities within those areas. Building upon the knowledge base, established contacts and trusted leadership of these organizations will enable ECJCW to quickly and effectively launch the outreach program as tailored to the specific needs of each DAC.

- Build upon existing relationships within the EJCW/IRWM organizations, local agencies and DACs.
- Within the IRWM Region some DAC communities may experience more pressing water quality or access problems than others. Severely disadvantaged and more rural areas in particular are expected to be disproportionately impacted. EJCW will consult with public agencies, members and advocacy organizations to develop an assessment tool to prioritize outreach to those communities with the greatest need. This tool will be used in prioritizing outreach and advocacy activities for DACs. Input from public agencies and community organizations and needs data such as existing water quality conditions, income disparities and other factors will be considered.
- Work with partner entities to conduct other community outreach providing information through schools (e.g. PTAs) and senior centers, phone trees, church bulletins. Coordinate outreach with other DAC representatives, such as local houses of worship, health institutions, ESL programs, job training centers, and others. Partnering with these organizations will help the outreach staff to understand which methods of communication work best in the specific and unique communities. While suggestions of different outreach opportunities are offered here, EJCW and community leaders are encouraged to maintain flexibility to conduct the types of outreach that will best reach residents and effectively provide meaningful public participation opportunities that will be culturally appropriate to the community.
- Work with community members, non-profit and other community-based organizations or other locally respected groups to conduct door-to-door outreach to residents and businesses within DACs to invite residents and business representatives to attend community meetings.

DAC Community Engagement

A collaborative, comprehensive approach to community outreach, resulting in full participation of DAC communities in evaluating their water problems and how they can be addressed, has the best potential for successful outcomes leading to improvements in water supply and affordability over time. EJCW will provide the information to enable DACs to make informed planning decisions regarding water issues and help them determine the priorities that are appropriate for the individual community's needs and circumstances. By strengthening community partnerships and outreach to individuals, EJCW will encourage participation of a broad and diverse spectrum of the community in meetings and workshops and will provide other opportunities for public input and comment. Language appropriate educational materials will be developed in advance of an outreach program for the targeted DAC and written records of meetings and other communications will be maintained for public access. Tribal leaders and community advocacy groups will be encouraged to participate and work with EJCW to ensure that outreach activities and written communications are culturally appropriate and meaningful to all community members. Capacity building support and advocacy will be offered where communities are engaged and committed to take an active role in developing projects through the IRWM process to address critical water needs. Some of the strategies and activities for community engagement are summarized below:

- Develop community based education materials, translated into appropriate languages, that are easy to understand and clearly present identified water problems and potential solutions to DACs in materials and presentations.
- Where there are no known existing outreach efforts and a priority water need is identified by others, EJCW will organize community outreach and invite participation by community leaders and partners.
- Organize community public participation including tribal representation and allow ample time and opportunities for DACs to become informed, involved, and committed to the success of projects that will benefit their communities.
- Support outreach to DACs for eligible projects that have not previously been identified through the IRWM planning process.
- Neighborhood-level discussions will focus on water issues, water management needs, and local benefits to the DAC.
- In collaboration with local agencies and organizations, a series of community meetings will be organized in the immediate vicinity of the project proposed for each target DAC.
- Hold informal community meetings and other community interaction in the communities with potential DAC interests.
- The agendas and documentation of each community meeting will include a discussion of the community's needs, priorities, and points of agreement and disagreement indicated by participating representatives of DACs. This information should be made readily available to DACs.
- With participation of each DAC, utilize studies and other data regarding water resource and management problems and how those water resource issues can be resolved. Utilize the prioritization tool developed earlier in the process to bring focus to water needs assessments.
- Provide technical assistance and capacity building as needs are determined and prioritized by the DAC.
- Assist DACs in partnering with organizations that can provide other services during project

development including engineering, predevelopment environmental evaluations and grant writing.

Disadvantaged Community Projects In Development

RWMG members representing the DAC communities of Castroville and San Jerardo were successful in the first round of IRWMP Implementation grants and are now working with DWR to develop water and wastewater improvement projects respectively. EJCW will support the completion of these DAC projects by facilitating communications with DWR and engaging the DAC communities in exploring other barriers to access such as affordability of services and evaluating longer term community needs. Other projects of benefit to DACs have been included in the new IRWM Project List and may be invited to participate further in the selection process for future Implementation Grant applications. EJCW will work with each of the project sponsors to determine whether there are potential areas of the application that could be strengthened and, thereby, competitiveness enhanced by providing technical assistance available under the IRWM Planning Grant for this purpose. Another opportunity for DAC projects to be considered for IRWMP funding may be announced by the RWMG in the near term. EJCW will continue its outreach efforts to public agencies and community organizations that may be aware of DAC community projects that have reached a stage of development to participate in the upcoming IRWM project solicitation process. Along with members of the RWMG project selection subcommittee, EJCW will advise and provide support to DACs in project planning and application strategies and possible collaborative partnerships that would enhance the project's successful completion through the process. As projects are developed by DACs in the longer term from outreach and strategies implemented under this plan, further activities described below, will be a priority to ensure successful project outcomes.

- Coordinate with DAC efforts to develop projects for the IRWM list. Wherever possible, existing projects should be evaluated to determine if technical assistance is needed to strengthen potential IRWM planning or the implementation of grant opportunities.
- Technical support will be needed to develop projects that will address critical water needs. Consultants to the IRWM will provide technical support for up to two projects in the first two years of this Outreach Program. Technical support to DACs will include:
 - Providing one-on-one support with selected DAC groups to provide technical assistance such that more complete information on each project can be provided for the IRWM project list. Engagement will take place immediately after the scheduled workshops where interested community stakeholders are identified.
 - Developing an implementation plan for each project that outlines the steps needed in order for the project to be moved forward. The implementation plan for each project will be used to clarify the project's readiness to proceed and in determining the potential for a successful grant application.
- Where other resources for technical assistance are available through CDPH, DWR or other sources, EJCW will assist the community to secure technical support needed to carry the DAC projects to fruition.

DAC and Partner Contacts

Developing and maintaining contact information for public agencies, community organizations, partners and members within each DAC that become involved in water planning will be important in achieving successful outreach outcomes. EJCW will continue to expand on its list of agencies, advocacy groups and identified

community leaders in order to make initial contacts as described in the earlier Section 4. Community contacts will be added over time to facilitate ongoing outreach communications as indicated below:

- Update, maintain and expand the DAC contacts list to include all agencies, organizations and individuals connected and interested in water access issues.
- Add all contact information gathered through one-on-one interviews, community meetings and other outreach to the DAC contact list.
- Update the DAC outreach contact list regularly to include organizations involved in emerging social and environmental justice programs in the region.
- New DAC contact information should be provided to RWMG to update the DAC stakeholder list.
- Follow-up periodically with contacts to obtain information for additional outreach and evaluation of successes or failures.

EVALUATION

1. Was a leader for the DAC outreach identified for each targeted DAC?
2. Did the outreach involve residents, leaders and representatives of DACs working with EJCW to assess local needs, and to develop, prioritize, and support projects for implementation?
3. Were meetings, workshops, or events well attended, and did members of DACs begin to understand, get involved, and commit to the success of project(s) to benefit their community(s)?
4. Were meetings, workshops, or events held in the targeted DACs, at times and venues convenient for community members to participate?
5. Were translators provided when and where needed?
6. Were materials and other information distributed in a timely manner and in the appropriate languages?
7. Have members of DACs taken a lead role in project(s) proposed for their community(s)?
8. Have new projects been recommended and needs assessed by DACs, with the support and help of EJCW?
9. Have other partners been identified?
10. Were local governments and elected officials involved, or at least kept informed, of outreach with their constituents?
11. Did any projects receive the support of technical assistance consultants, and were the participating DACs satisfied and engaged in the process?
12. Were new projects submitted to the IRWM project list for grant funding?
13. Have members of each disadvantaged community that was targeted for outreach been invited to participate and/or become stakeholders? Did any accept the invitation? Do they know that the invitation is open, if/when they can participate in the regional format?
14. Was the IRWM stakeholder contact list updated to include all who participated in DAC outreach meetings, workshops, and events and expressed an interest?

6. PUBLIC RELATIONS

Public Relations will augment the DAC outreach efforts described in the previous section. Community newspapers look for stories about local people and issues, and will often cover public information that local readers need, such as when and where to meet to get involved with one of the projects being undertaken by DACs. Further, as the DACs and RWMG work together to develop and implement projects that improve water quality, supplies and/or open space to the benefit of local communities, those success stories will be told through the media and should be viewed as encouragement for other DACs to pursue similar projects.

Other public information tools are needed to keep the IRWM Plan accessible to the general public and members of DACs who may not be reached through the activities described earlier in this plan. The RWMG maintains a website about IRWM Plan efforts. Many of the strategies and activities described below will be coordinated with the RWMG and other successful IRWMP grantees.

OBJECTIVES

- Build awareness of opportunities for DACs to become involved in local projects.
- Communicate success stories about projects to encourage other communities to pursue similar efforts that will benefit more disadvantaged families.
- Give access to representatives and residents of DACs in the region to information about opportunities to be involved in their IRWM planning activities.

STRATEGIES AND ACTIVITIES

- When beginning outreach in a DAC, prepare an announcement to be included in newsletters disseminated by houses of worship, hospitals and clinics, high schools, libraries, senior centers, recreation centers and community centers located in DACs that advises of the start of the collaborative effort and gives contact phone numbers.
- Prepare and distribute announcements of outreach events, workshops, and/or meetings open to the public at least two weeks in advance. The purpose of this activity is to supplement invitations to residents and businesses within the target DACs to become aware of and interested in meetings, workshops, and other public participation opportunities.
- Utilize the contacts from government agencies and community organizations that are familiar with the target DACs to establish a contact list.
- Identify local media outlets and contact information and provide information to DAC leaders. Encourage representatives of each DAC project to contact local media outlets to cover their problems and successes.
- In coordination with the RWMG, report success stories and thereby provide information through media relations focusing on publications in DAC communities.
- Provide updates with information related to DAC outreach and projects to the RWMG.
- Provide notices to the local library. Use and Internet search. Provide information through newsletters to Civic and business organizations, schools, and houses of worship. Use tribal websites.
- Contact the local media outlet to find out deadlines for announcements and articles and ensure

materials are submitted on time.

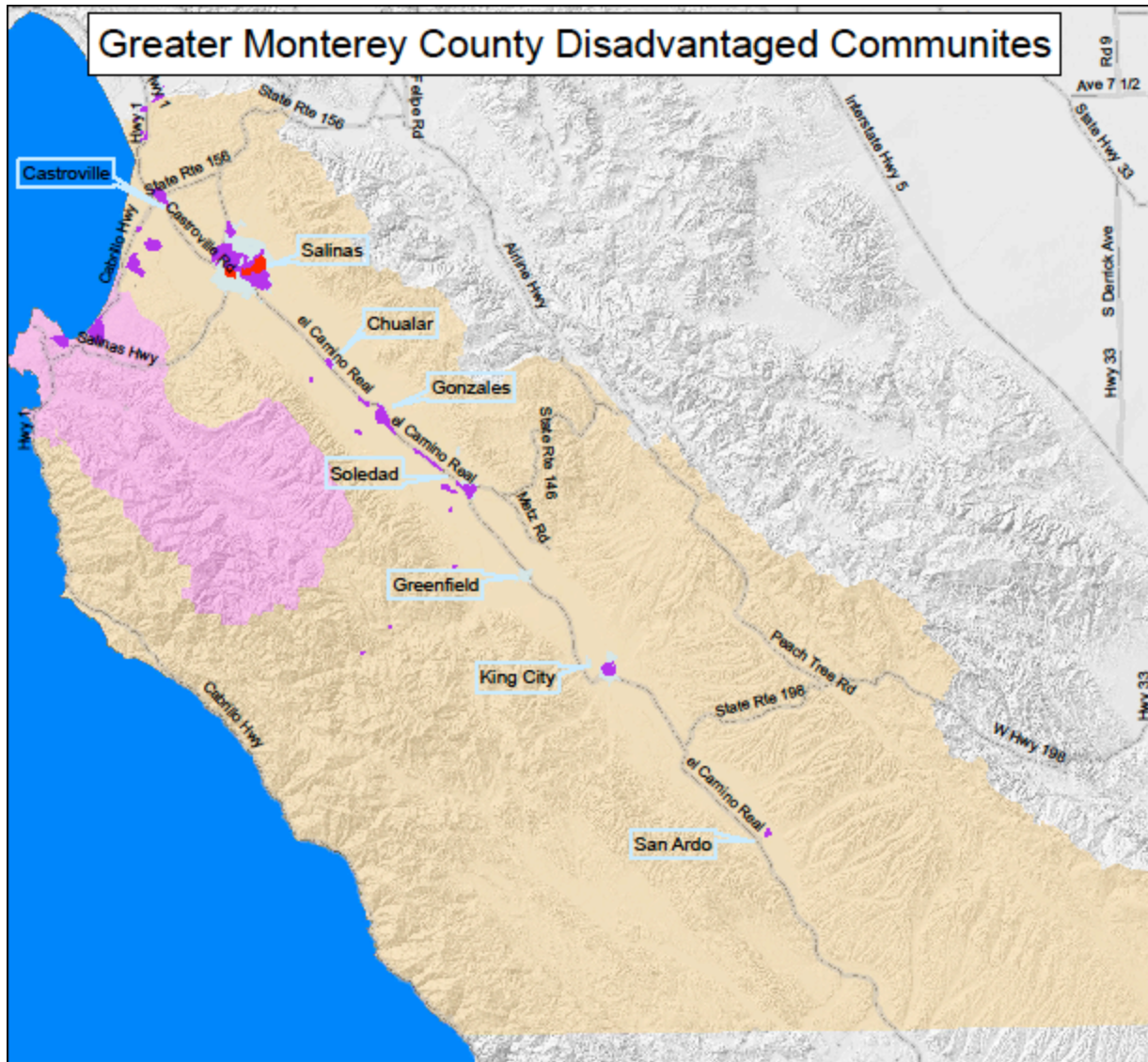
- Prepare and distribute press releases about significant project milestones to publicize progress and to encourage others to undertake similar efforts through the sharing of success stories. Utilize websites, including tribal websites, where they are available to supplement press information.
- If appropriate and possible, include quotes from members of DACs who are participating in the development of the project, local elected officials who are well informed of the progress of outreach and the benefits of the potential project(s), and members of the IRWM and interested stakeholders.
- Include contact information that would enable DACs to inquire about opportunities for their communities to participate in meetings.
- Coordinate ground-breaking and ribbon-cutting events to publicize projects that have been successfully developed with DACs.

EVALUATION

1. Was a press release prepared and distributed for each DAC outreach opportunity that was open to the public?
2. Did members of the target disadvantaged community(s) report they saw something in their local media outlets (newspapers, newsletters, others) about the event/workshop/meeting?
3. Have information phone number been established and was that number included in press releases?
4. Was the website updated to include changes in the IRWM meeting times and important deadlines, and can people who use the website easily find information about meetings or workshops being held in their communities?

7. APPENDIX

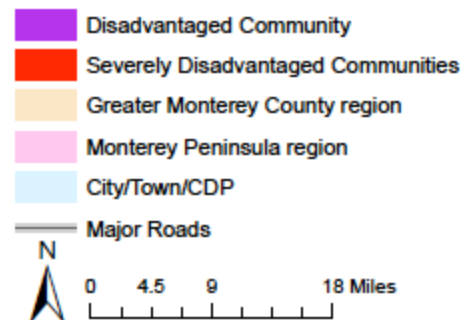
APPENDIX Map 1.



A Disadvantaged Community is defined as a community with an annual median household income (MHI) that is less than 80% of the statewide MHI—and Severely Disadvantaged Community as a community with less than 60% of the statewide MHI.

Source: Disadvantaged status based on the years 2006-2010 ACS data and 2010 US Census tabblocks. Non-populated areas eliminated based on 2010 FMMP mapping data.

Legend



APPENDIX Table B.1 Median Household Income, Poverty Status, and Hispanic/Latino Population for Disadvantaged Communities in the Greater Monterey County IRWM Region

Community	Population	MHI (in 2012 inflation-adjusted dollars)	% of Families whose Income in Past 12 Months was Below Poverty Line	% Hispanic/Latino Population
California		48,706 *	10.2	37.6
Monterey County	415,057	59,271	10.6	55.4
Boronda	1,710	37,295	10.4	85.2
Castroville CDP	6,481	44,286	12.7	90.1
Chualar CDP	1,190	48,516	16.2	96.7
San Ardo CDP	517	48,000	9.7	70.2

* MHI equals 80% of California Household Income of \$60,883 according to the American Community Survey 2012)

APPENDIX TABLE B.2 American Community Survey 2006_2010 Monterey County Census Tract DACs by Income

GEO ID	CENSUS TRACT INFO	MED \$	AREA DESCRIPTION
6053000300	Census Tract 3, Monterey County, California	47,449	City of Salinas area, bounded by Alvin Dr, N Main St, W Laurel Dr, El Camino Real
6053000400	Census Tract 4, Monterey County, California	43,545	
6053000501	Census Tract 5.01, Monterey County, California	24,395	City of Salinas area, just south of 5.02
6053000502	Census Tract 5.02, Monterey County, California	44,245	City of Salinas area, bounded by E. Laurel Dr, Natividad Creek, El Camino Real, E. Alisal
6053000600	Census Tract 6, Monterey County, California	32,766	City of Salinas area, bounded by Sanborn, Garner, Williams, Market Way
6053000701	Census Tract 7.01, Monterey County, California	26,888	City of Salinas area
6053000702	Census Tract 7.02, Monterey County, California	31,344	City of Salinas area
6053000800	Census Tract 8, Monterey County, California	41,837	City of Salinas area, bounded by Sanborn, Williams, Alisal
6053000900	Census Tract 9, Monterey County, California	40,077	City of Salinas area, south of Alisal
6053001300	Census Tract 13, Monterey County, California	22,500	Mc Closky Slough, just north of Moss Landing - out to Watsonville
6053001802	Census Tract 18.02, Monterey County, California	42,197	Salinas
6053010400	Census Tract 104, Monterey County, California	44,286	King City area
6053010506	Census Tract 105.06, Monterey County, California	40,924	Salinas
6053010804	Census Tract 108.04, Monterey County, California	42,314	Gonzales
6053011101	Census Tract 111.01, Monterey County, California	36,614	King City area
6053011302	Census Tract 113.02, Monterey County, California	44,908	King City area
607578	Boronda CDP, Monterey County, California	37,295	North of Salinas
611978	Castroville CDP, Monterey County, California	44,286	Castroville
613364	Chualar CDP, Monterey County, California	48,516	South of Salinas
664476	San Ardo CDP, Monterey County, California	48,000	South of King City



\$48,706 DAC Median Income



\$36,530 Severely DAC Median Income