

Section P: Stakeholder Involvement

The intent of the Stakeholder Involvement standard in the Proposition 84/1E Integrated Regional Water Management (IRWM) Program Guidelines is to ensure that Regional Water Management Groups (RWMGs) give the opportunity to all stakeholders to actively participate in the IRWM decision-making process on an ongoing basis. California Water Code (CWC) §10539 defines a RWMG as: “a group in which three or more local agencies, at least two of which have statutory authority over water supply or water management, as well as those other persons who may be necessary for development and implementation of a [IRWM] Plan...” This definition recognizes the collaborative nature of IRWM planning. The IRWM planning process relies on stakeholder involvement to gather regional information and make regional decisions. This section describes the protocols used for stakeholder involvement in the Greater Monterey County IRWM region.

P.1 STAKEHOLDER OUTREACH

P.1.1 Process Used to Identify Stakeholders

Outreach efforts to include stakeholders in the development of the IRWM Plan have targeted specific audiences and constituencies as well as the general public. An initial stakeholder email list, with about 175 names, was developed by the RWMG through brainstorming every known organization that might be affected by and/or interested in the IRWM Plan process. An invitation to participate in the IRWM planning process was sent to each of those stakeholders. The current list includes about 250 individuals representing over 150 agencies, organizations, and interest groups. The list includes all of those stakeholders who were initially invited (except those who specifically requested to be removed from the list), plus many others who have asked to join or who have been invited to join since.

Stakeholders have played an important role in the decision-making process throughout the development of this IRWM Plan. Together, stakeholders and the RWMG represent all of the major water resource management authorities in the region—as well as water resource management authorities and stakeholders from neighboring IRWM regions—and provide broad and fair representation of water supply, water quality, wastewater, stormwater, flood control, watershed, municipal, environmental, agricultural, and regulatory interests throughout all geographic areas of the planning region. Stakeholder organizations include such entities as the following:

- Water suppliers and water service districts
- Wastewater agencies
- Water quality regulatory entities
- Watershed groups
- Flood control agencies
- Federal, state, county and municipal governments
- Environmental non-profit organizations
- Agricultural organizations
- Business organizations
- Disadvantaged communities
- Other community organizations
- Universities and research institutions
- Elected officials
- Other interested individuals

All of the stakeholder groups necessary to meet the objectives of the IRWM Plan are included on the stakeholder list. The list continues to expand and evolve as new stakeholders are introduced to the process. New stakeholders are introduced through sign-in sheets at public workshops, recommendations from those already involved, and targeted outreach to underrepresented groups (see process for including disadvantaged communities [DACs] below). At the end of every email communication sent to stakeholders, the IRWM Plan Coordinator provides an opportunity for stakeholders to either remove themselves from the email list or to make recommendations for additional stakeholders. Please see Appendix D for the full list of stakeholder organizations in the Greater Monterey County IRWM region (this list is occasionally updated on the IRWM website at: <http://www.greatermontereyirwmp.org/>).

P.1.2 Process Used to Communicate with Stakeholders

A website has been developed to facilitate communication with stakeholders about the Greater Monterey County IRWM Plan process (see website address above). The website is a good source of information, containing documents produced during the course of Plan development, news and events (such as public workshops), maps of the region, current project lists, contact information, other resources related to IRWM planning, and a downloadable version of the IRWM Plan. The website will also contain a portal for data related to IRWM Plan projects.

Stakeholders are informed of IRWM Plan developments through website postings, email notices, and where email capability is lacking, personal communication. All email communications to stakeholders, as well as the website, include clear contact information for the IRWM Plan Coordinator (email and phone number). Stakeholders are encouraged to contact the Coordinator at any time (not just during the public comment periods) with questions or comments on the process.

Public workshops are held on occasion to encourage broad and diverse stakeholder participation in the IRWM planning process. The workshops are widely advertised through brochures, newspapers, email, website announcements, and word of mouth. Special efforts are made to ensure broad participation at the public workshops. For example, workshops are held in different locations throughout the region, at different times of day (during the workday and in the evening); workshops are held in locations that have handicap access, near public transportation; and Spanish language translation is made available at (at least) one of the locations. In the course of IRWM Plan development thus far, four public workshops have been conducted:

- *Workshop #1:* A public workshop was held in September 2009 in two different locations (Big Sur and Soledad) to introduce stakeholders to the Greater Monterey County IRWM planning process. The regional boundaries, RWMG composition, and strategy for developing the IRWM Plan were explained. A summary of regional issues and conflicts (as identified by the RWMG, with substantial input from local experts) was then presented, and small breakout sessions were held to encourage discussion. The facilitator documented the participants' comments and input regarding issues and conflicts.
- *Workshop #2:* A second public workshop was held in March 2010. The purpose of this workshop was to solicit projects for inclusion in the IRWM Plan, describe the project submission process, answer questions about the IRWM Grant Program, and explain exactly what the RWMG was looking for in a project. The workshops were held in three different locations (Big Sur, Salinas, and King City) on different days and different times of day in order to encourage participation by as many stakeholders as possible.
- *Workshop #3:* A public workshop was held in August 2011 to coincide with the second annual project solicitation. The project submission process was described and questions about both the project solicitation and the IRWM planning process were answered. The workshop was held in two different locations, King City and Salinas.

- *Workshop #4:* A public workshop was held in July 2012 to present the Draft IRWM Plan to stakeholders and to explain the process for public comment. The Draft IRWM Plan was presented in sections, the process for submitting comments was explained, and stakeholders' questions were answered by the facilitator (a RWMG member). This workshop was conducted in two different locations, Salinas and King City.

P.2 OUTREACH TO DISADVANTAGED COMMUNITIES

P.2.1 Disadvantaged Communities in the Greater Monterey County Region

Special effort has been made to encourage the participation of DACs in the Greater Monterey County IRWM planning process and to ensure that their water resource needs are considered and addressed. DACs are defined as communities with annual median household incomes (MHI) that are less than 80 percent of the statewide MHI (the California MHI was \$60,883 in 2010, according to the 2006-2010 American Community Survey [ACS] conducted by the US Census Bureau¹).

According to US Census data, four DACs have been identified in the Greater Monterey County IRWM region: Boronda, Castroville, Chualar, and San Ardo. A tract-level search using 2006-2010 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 percent of the statewide MHI. It is also interesting to note that 11 of the incorporated cities and Census-designated Places (CDPs) in the region 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).

In addition to these identified DAC tracts, there may be "hidden" DACs within larger census groupings. Monterey County Health Department Environmental Division, the Central Coast Regional Water Quality Control Board (RWQCB) and a number of Community Service or Water Districts have been contacted by the RWMG 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.

Table P-1 shows the MHI (with DACs highlighted), poverty status, and Hispanic/Latino populations for communities in the Greater Monterey County IRWM region. Figure P-1 illustrates DACs within the Greater Monterey County IRWM region (including census tracts).

¹ ACS is an ongoing statistical survey by the U.S. Census Bureau, sent to approximately 250,000 addresses monthly (or 3 million per year). It regularly gathers information previously contained only in the long form of the decennial census.

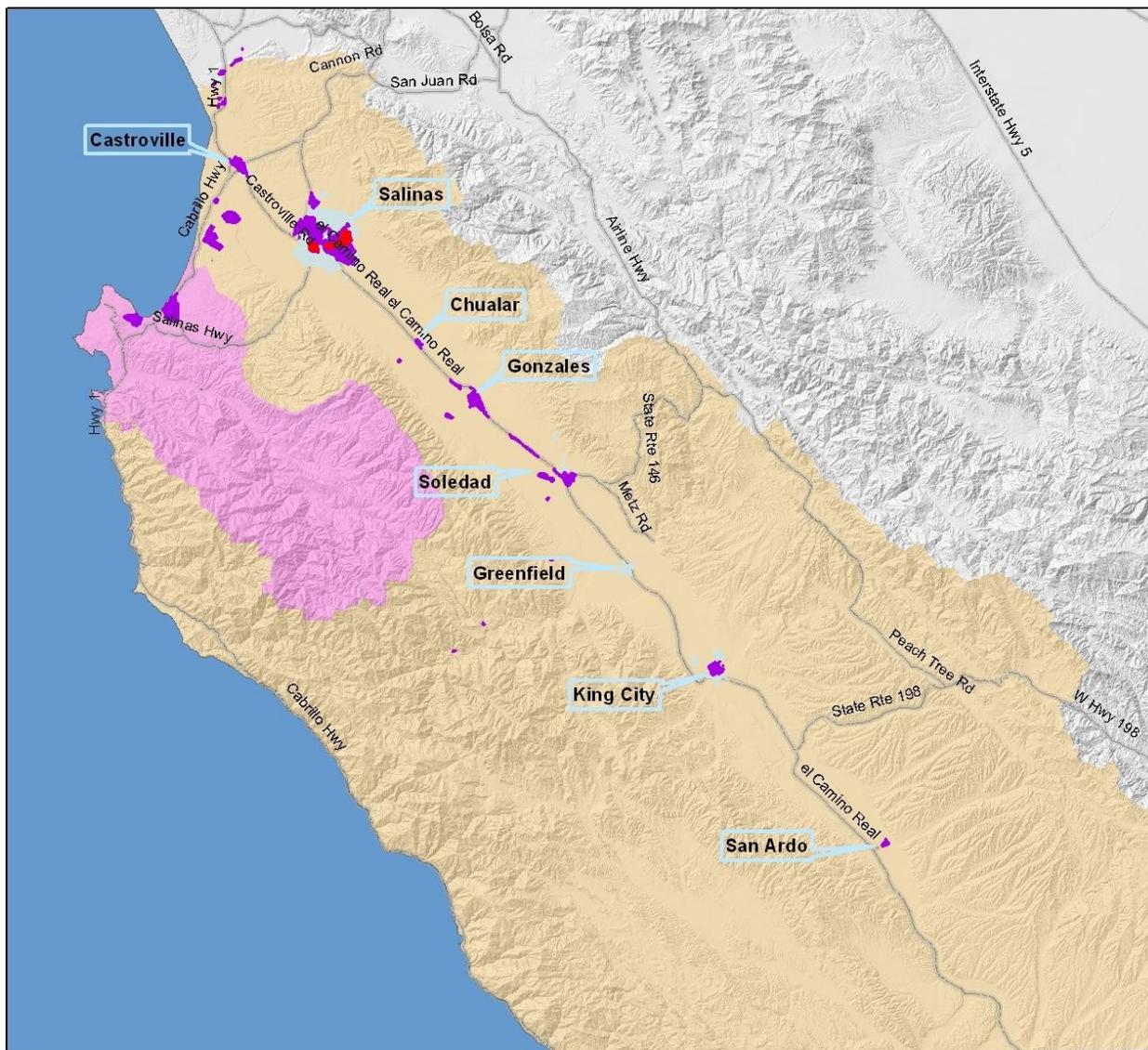
Table P-1: Median Household Income, Poverty Status, and Hispanic/Latino Population for Communities in the Greater Monterey County IRWM Region

Community	Population	MHI (in 2010 inflation-adjusted dollars)	% of Families whose Income in Past 12 Months was Below Poverty Line	% Hispanic/Latino Population
<i>California</i>		60,883	10.2	37.6
<i>Monterey County</i>	415,057	59,271	10.6	55.4
Boronda CDP	1,710	37,295	10.4	85.2
Bradley CDP	93	55,625	0	11.8
Castroville CDP	6,481	44,286	12.7	90.1
Chualar CDP	1,190	48,516	16.2	96.7
Elkhorn CDP	1,565	77,604	12.9	37.6
Gonzales city	8,187	53,463	13.2	88.9
Greenfield city	16,330	52,321	13.3	91.3
King City city	12,874	49,722	13.7	87.5
Las Lomas CDP	3,024	52,803	18.4	89.2
Lockwood CDP	379	82,917	0	26.4
Marina city	19,718	51,547	11.5	27.2
Moss Landing CDP	204	87,740	0	22.5
Pine Canyon CDP	1,822	59,715	4.3	54
Prunedale CDP	17,560	77,422	6.9	41.7
Salinas city	150,441	50,808	15.6	75
San Ardo CDP	517	48,000	9.7	70.2
San Lucas CDP	269	51,250	9.1	83.3
Soledad city	25,738	50,912	14.7	71.1
Spreckels CDP	673	69,063	0	28.7

Source: Population: 2010 US Census; MHI, Hispanic/Latino population: 2006-2010 ACS.

Green = DAC

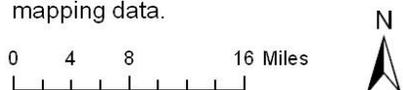
Figure P-1: Disadvantaged Communities in the Greater Monterey County Region



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.

- Disadvantaged Community
- Severely Disadvantaged Communities
- Greater Monterey County IRWM Region
- Monterey Peninsula, Carmel Bay, and South Monterey Bay IRWM Region
- City/Town/CDP
- Major Roads



Projection: UTM Zone 10N
Datum: NAD 1983
May 21st, 2012

P.2.2 Environmental Justice Communities

In addition to ensuring that critical water needs of DACs are met through the IRWM Plan process, the RWMG remains vigilant to environmental justice concerns. 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. Environmental justice is also relevant where water resource projects meant to convey “general” public benefit do not in fact benefit poor or otherwise disadvantaged communities proportionately (e.g., conservation programs that feature rebates for high efficiency washing machines may benefit middle and upper class communities more than poorer communities, which cannot afford the initial purchase).

Environmental justice communities are often low-income or non-English-speaking communities. According to ACS 2006-2010 data the population of Monterey County is 55.4 percent Hispanic/Latino. Several communities within the Greater Monterey County IRWM region have very high Hispanic/Latino populations. Many people in these communities are first-generation and are monolingual in Spanish. Other languages may be represented within specific DAC communities as well. For example, the City of Greenfield has a large number of households from the Oaxaca region of Mexico, where the primary language is an indigenous dialect unrelated to Spanish. Table P-2 below shows the Hispanic/Latino populations for selected communities within the Greater Monterey County IRWM region, as well as the percentage of people within those communities that speak a language other than English at home.

Table P-2: Hispanic/Latino Populations and Non-English Language Spoken at Home

Community	% Hispanic/Latino Population	% of Population that Speaks Language Other than English at Home
Boronda CDP	85.2	76.2
Castroville CDP	90.1	81.9
Chualar CDP	96.7	90.7
Gonzales city	88.9	77.9
Greenfield city	91.3	85.3
King City city	87.5	84.5
Las Lomas CDP	89.2	79.3
Salinas city	75	67.6
San Ardo CDP	70.2	71.4
San Lucas CDP	83.3	93.4
Soledad city	71.1	64.2

Source: 2006-2010 ACS data, US Census Bureau

In the Salinas Valley, many environmental justice communities are also farmworker communities. Approximately 24 percent of jobs in Monterey County are related to the agricultural industry, and agriculture-related jobs are some of the lowest paying jobs of all industry sectors in the county.

P.2.3 Water-Related Challenges for DACs and Environmental Justice Communities

DACs and environmental justice communities in Monterey County face a variety of water-related challenges, including water supply, wastewater treatment, and flooding problems. Many drinking water systems are experiencing rising rates of contamination. Common contaminants in Monterey County include nitrates, dissolved solids, and arsenic. A recent study completed by the University of California, Davis, “Addressing Nitrate in California’s Drinking Water,” reports that one third of wells in the northern, eastern and central areas of the Salinas Valley tested for nitrates are in excess of the State standard of 45 milligrams per liter that is considered acceptable for safe drinking water (Harter et al.

2012). One in ten public supply wells are estimated by the UC study to exceed the nitrate levels before treatment. Further, the study concluded that nitrate problems are likely to worsen for several decades.

DACs are affected disproportionately throughout Monterey County due to high treatment costs for water 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 percent 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. An example of the “affordability” problem for DACs is what recently occurred at the San Jerardo Farm Cooperative, a low-income community in the Salinas Valley. The community members at San Jerardo had been getting sick from contaminants in their drinking water, and after several years and persistent effort, the community was successful in obtaining grant funds to install a new water filtration system. An unexpected result of the new water system, however, has been a sharp rise in cost to members—e.g., from \$25-30/month to \$100-150/month. Many members of the community are simply unable to afford these rates.

In addition to other water resource problems faced by DACs and environmental justice communities, many of these communities in Monterey County lack water-based recreational and open space opportunities. While Monterey has a wealth of beautiful coastline, many DACs and environmental justice communities are located in the Salinas Valley or North County areas, where rivers and streams have been diverted and/or covered up to accommodate agricultural and urban growth. One result is a lack of healthy, thriving watersheds in low-income areas such as Salinas and Castroville. There is a great need for watershed restoration projects in these areas.

P.2.4 DAC Representatives on the RWMG

The Greater Monterey County RWMG 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.

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 was recently awarded an IRWM Implementation Grant in Round 1 to install 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 County IRWM region and two in the adjacent Monterey Peninsula IRWM region to provide technical assistance on water quality issues (see www.RCAC.org).

The RWMG is committed to achieving a fair and equitable distribution of benefits to all communities in the Greater Monterey County IRWM region. Including three organizations on the RWMG that proactively represent the interests of DACs and environmental justice communities helps ensure that the IRWM planning process remains sensitive to the unique needs of these communities.

In addition, the Castroville Community Services District (CCSD) is a member of the RWMG and represents the community of Castroville, which is a DAC in the Greater Monterey County IRWM region. The CCSD was successful in obtaining Round 1 IRWM Implementation Grant funding. The grant will replace an arsenic-contaminated water supply with a new well to serve the community.

P.2.5 DAC Outreach Plan

In 2012, the RWMG received Round 1 IRWM Planning Grant funds to expand outreach to DACs and to enable other assistance to be provided to DACs in order to increase their participation in the IRWM planning effort. EJCW has been contracted through the Planning Grant to implement the DAC Outreach Plan, and will be assisted in its efforts by staff from California Rural Legal Assistance and the San Jerardo and RCAC representatives. Outreach activities will take place over a two-year period, and 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 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.

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 upon, and may already be aware of key issues and concerns within the communities. Some may 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.

Throughout the conversations with these local partners, particular focus will be placed on gathering insights and ideas regarding the best way to reach their constituents, identifying communities where needs are greatest, determining where opportunities for collaboration may exist, and exploring suggestions of potential DAC projects where prior projects failed. These discussions will also help EJCW gather information about the languages that are spoken and read in the DACs. EJCW will also 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.

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 above, 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, for example, conducting presentations where adults are already coming together to receive services, take classes, or learn about other issues impacting their communities. 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.

In addition, 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 through the process. 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. Technical support will be provided to develop projects that will address critical water needs, with the support of Round 1 IRWM Planning Grant funds.

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.

P.3 OUTREACH TO NATIVE AMERICAN TRIBES

Archeological evidence indicates that humans have been occupying coastal California for at least 10,000 years. When the first Spanish settlers arrived in the early 1600s, the Monterey area was inhabited by American Indians of the Ohlone (formerly Costanoan), Esselen, and Salinan groups. According to the 2010 US Census, Monterey County had a Native American population of 5,396 persons or 1.3 percent of the County population.

While there are no dedicated tribal lands within the Greater Monterey County region, there are a number of historic, cultural, and Native American sacred sites throughout the region that are of great importance to the descendants of these tribes. The RWMG has consulted with the California Native American Heritage Commission and is working to include representatives of the Ohlone/Costanoan, Esselen, and Salinan Nation tribe in the project review process to ensure that projects implemented as part of the IRWM Plan do not impact Native American archeological or cultural resources. The RWMG will continue to encourage the participation of Native Americans in the IRWM planning process.

P.4 STAKEHOLDER PARTICIPATION

Participation in the IRWM planning process is entirely voluntary. Access to IRWM Plan participation and involvement is never based on an individual's or group's ability to contribute financially to IRWM Plan development or to the planning process.

Stakeholders can participate directly in the IRWM planning process through attendance at regularly scheduled RWMG meetings, which are open to the public and announced on the website. At RWMG meetings, stakeholders are welcome to voice their opinions and participate in the discussions along with RWMG members, though stakeholders are unable to vote. The meeting minutes from all RWMG meetings are posted on the website within a week following the RWMG meeting.

In addition, stakeholders can participate in the Greater Monterey County IRWM decision-making process by attending public workshops as described above, and by providing input through written comments both generally and during specific public comment periods. Minimum 30-day public comment periods are held for every IRWM Plan "milestone," including: goals and objectives; project ranking system; ranked

project lists; and the Draft IRWM Plan. Stakeholders are occasionally asked directly to assist the RWMG in its decision-making process; for example, regional “experts” were asked to provide input during information gathering for “issues and conflicts,” and several non-RWMG water resource managers and other experts were asked to help review project proposals during the first (2010) project solicitation.