

Section D: Goals and Objectives

The Integrated Regional Water Management (IRWM) Plan goals and objectives are at the very foundation of the IRWM planning process. The goals and objectives are the response to what the Regional Water Management Group (RWMG) perceives to be the major water resource issues in the region and as such, reflect the RWMG's water resource management values and overall priorities for the region. The objectives give focus to the Plan, provide the basis for determining which resource management strategies are appropriate for use in the region, guide project development, and are used to evaluate project benefits. In addition, the objectives are used to help the RWMG rank projects in the IRWM Plan (i.e., projects score higher to the extent that they address objectives in the Plan).

The following sections include: a description of the process for identifying the goals and objectives for the Greater Monterey County IRWM planning region; the list of approved goals and objectives; a matrix used to measure progress toward achieving each of the objectives; and an explanation of why the Greater Monterey County RWMG chose not to prioritize objectives.

D.1 PROCESS FOR IDENTIFYING GOALS AND OBJECTIVES

The development of goals and objectives was based directly on the water resource issues and conflicts in the region. A committee comprised of RWMG members was formed in May 2009 to investigate and identify the region's issues and conflicts. From May – July 2009, the committee interviewed more than 40 local experts in the areas of water quality, water supply, flood control, natural resources, and public health and safety. Based on those interviews, the committee developed a summary list of water-related issues and conflicts in the Greater Monterey County IRWM region. The list was expanded at a RWMG brainstorming session, and then presented to stakeholders for input at two public workshops held in Big Sur and Soledad in the Salinas Valley in September 2009. After incorporating stakeholder input, a final list of "issues and conflicts" was approved by the RWMG in October 2009. This list is printed in Section B.7, Major Water-Related Issues and Conflicts.

Once the issues and conflicts were identified, a committee comprised of RWMG members was formed to determine the goals and objectives for the Greater Monterey County IRWM planning region. While the committee based the development of goals and objectives mainly on the issues and conflicts, they also took into consideration, and worked to ensure consistency with, the following overarching goals for the region:

Basin Plan Objectives: The Central Coast Basin Plan is the water quality control plan formulated and adopted by the Regional Water Quality Control Board (RWQCB) for the Central Coast region. The objective of the Basin Plan is to show how the quality of the surface and ground waters in the Central Coast Region should be managed to provide the highest water quality reasonably possible. The Basin Plan lists various water uses (Beneficial Uses), describes the water quality which must be maintained to allow those uses (Water Quality Objectives), and outlines an implementation plan for achieving those standards. In addition, the Central Coast RWQCB has established the following planning goals for water quality in the Central Coast Region (RWQCB 2016):

1. Protect and enhance all basin waters, surface and underground, fresh and saline, for present and anticipated beneficial uses, including aquatic environmental values.
2. The quality of all surface waters shall allow unrestricted recreational use.
3. Manage municipal and industrial wastewater disposal as part of an integrated system of fresh water supplies to achieve maximum benefit of fresh water resources for present and future beneficial uses and to achieve harmony with the natural environment.

4. Achieve maximum effective use of fresh waters through reclamation and recycling.
5. Continually improve waste treatment systems and processes to assure consistent high quality effluent based on best economically achievable technology.
6. Reduce and prevent accelerated (man-caused) erosion to the level necessary to restore and protect beneficial uses of receiving waters now significantly impaired or threatened with impairment by sediment.

The objectives for the Greater Monterey County IRWM region promote strategies to meet the water quality standards outlined in the Central Coast Basin Plan, and are consistent with the overarching planning goals promulgated by the Central Coast RWQCB.

20x2020 Goals: In February 2008, Governor Schwarzenegger set a goal of a 20 percent reduction in per capita urban water use by the year 2020 (20x2020). Actions toward the 20x2020 goal were furthered by the passage of SBx7-7, which amended the California Water Code (CWC) to contain provisions not only to improve urban water use efficiency but to improve agricultural water use efficiency as well. The planning objectives for the Greater Monterey County IRWM region promote both urban and agricultural water conservation and water use efficiency, and are therefore consistent with the 20x2020 goals.

Requirements of §10540(c): CWC §10540(c) states that, at a minimum, all IRWM Plans shall address all of the following:

- Protection and improvement of water supply reliability, including identification of feasible agricultural and urban water use efficiency strategies.
- Identification and consideration of the drinking water quality of communities within the area of the plan.
- Protection and improvement of water quality within the area of the plan consistent with relevant basin plan.
- Identification of any significant threats to groundwater resources from overdraft.
- Protection, restoration, and improvement of stewardship of aquatic, riparian, and watershed resources within the region.
- Protection of groundwater resources from contamination.
- Identification and consideration of water-related needs of disadvantaged communities in the area within the boundaries of the plan.

The planning objectives for the Greater Monterey County IRWM region encompass all of the objectives outlined above, and are therefore consistent with the requirements of CWC §10540(c), the minimum objectives that all IRWM Plans are required to address.

Local Plans: The IRWM Plan objectives reflect, and are consistent with, the objectives of local land use and water resource management plans. Consistency between the IRWM Plan and local plans is discussed in more detail in Section N, Relation to Local Water Planning.

The Goals and Objectives Committee, with consistent input from the RWMG, spent several months developing a draft list of goals and objectives based on the issues and conflicts identified for the region, ensuring consistency with the overarching regional goals outlined above. After an extended public comment period and much debate, a final list of goals and objectives was approved by the RWMG in March 2010.

In March 2011, following the release of the Proposition 84 and 1E IRWM Program Guidelines, the Goals & Objectives Committee was re-convened to reassess the goals and objectives in light of the new guidelines—specifically, to make the objectives more measurable and to reconsider the RWMG’s earlier decision not to prioritize the objectives—and to ensure that the objectives were still appropriate and relevant after a year of working with them. As a result of this process, some slight revisions were made to the objectives (mostly to eliminate redundancies), a “measurability matrix” was developed (see Section D.4 below), and the decision to not prioritize objectives was reaffirmed (see Section D.5 below). The revised goals and objectives were presented to stakeholders for a 30-day public comment period, and the final goals and objectives were approved by the RWMG in September 2011.

In response to the release of the Proposition 1 2016 IRWM Program Guidelines, the RWMG reviewed the objectives once again in early 2017 to ensure that the IRWM Plan objectives were consistent with the new IRWM Program standards. The review was conducted at a regularly scheduled RWMG meeting that was open to the public. As a result of this review, some slight revisions to the Climate Change objectives were made. The final goals and objectives were approved by the RWMG in February 2017.

D.2 THE GOALS AND OBJECTIVES

The goals and objectives are intended to guide regional efforts toward solving water resource problems. Goals are broad, simple statements of what the RWMG wishes to accomplish, while objectives are the more specific, tangible, and measurable activities that will help carry out the goals. The goals encompass seven categories that define the focus of this region’s IRWM planning effort. These categories are: water supply, water quality, flood protection and floodplain management, environment, regional communication and cooperation, disadvantaged communities, and climate change. Through the implementation of projects contained in the plan, the RWMG hopes to achieve the IRWM Plan objectives in order to attain the water resource goals. When implementing regional projects, project partners will strive to meet as many objectives as possible, while also recognizing that some objectives may not be fully achieved through the IRWM planning process.

Prior to developing the goals and objectives, the RWMG developed a set of “guiding principles” that outline the overall approach to IRWM planning in the Greater Monterey County region. The guiding principles might be thought of as “rules of conduct” for the overall IRWM planning effort. They are the overarching principles to which all of the objectives must adhere and help guide the RWMG’s decision-making throughout the planning process. Note that the second guiding principle, “Do not burden anyone unfairly or unnecessarily,” expresses an explicit understanding and agreement on the part of the RWMG that no IRWM Plan project can be put forward for grant funding without proof of support from the landowner(s) of the property(ies) on which the project is located.

Below are the guiding principles, goals, and objectives for the Greater Monterey County IRWM planning effort.

GUIDING PRINCIPLES

- Continue to provide localized solutions to regional water supply issues
- Do not burden anyone unfairly or unnecessarily
- Project results should be measured through monitoring
- Encourage projects with multiple benefits
- Support collaboration of agencies, organizations, stakeholders, and willing landowners on the development of projects that provide water resource benefits
- Minimize negative impacts to the environment and the local economy from water resource management projects
- Recognize, respect, and consider water rights and those who hold them
- Projects should be science based

GOALS AND OBJECTIVES

WATER SUPPLY

Goal:

- Improve water supply reliability and protect groundwater and surface water supplies.

Objectives:

- Increase groundwater recharge and protect groundwater recharge areas.
- Optimize the use of groundwater storage with infrastructure enhancements and improved operational techniques.
- Increase and optimize water storage and conveyance capacity through construction, repair, replacement, and augmentation of infrastructure.
- Diversify water supply sources, including but not limited to the use of recycled water.
- Maximize water conservation programs.
- Capture and manage storm water runoff.
- Optimize conjunctive use where appropriate.
- Support research and monitoring to better understand identified water supply needs.
- Support the creation of water supply certainties for local production of agricultural products.
- Promote public education about water supply issues and needs.
- Promote planning efforts to provide emergency drinking water to communities in the region in the event of a disaster.

WATER QUALITY

Goal:

- Protect and improve surface, groundwater, estuarine, and coastal water quality, and ensure the provision of high-quality, potable, affordable drinking water for all communities in the region.

Objectives:

- Promote practices necessary to meet, or where practicable, exceed all applicable water quality regulatory standards (for drinking water, surface and groundwater quality).
- Promote projects to prevent seawater intrusion.
- Incorporate or promote principles of low impact development where feasible, appropriate, and cost effective.

- Protect surface waters and groundwater basins from contamination and the threat of contamination.
- Support research and pilot projects for the co-management of food safety and water quality protection.
- Improve septic systems, sewer system infrastructure, wastewater treatment systems, and manure management programs to prevent water quality contamination.
- Support research and other efforts on salinity management.
- Support monitoring to better understand major sources of erosion, and implement a comprehensive erosion control program.
- Promote programs and projects to reduce the quantity and improve the quality of urban and agricultural runoff and/or mitigate their effects in surface waters, groundwater, and the marine environment.
- Promote regional monitoring and analysis to better understand water quality conditions.
- Support research and utilization of emerging technologies (enzymes, etc.) to develop effective water pollution prevention and mitigation measures, and source tracking.
- Promote public education about water quality issues and needs.

FLOOD PROTECTION AND FLOODPLAIN MANAGEMENT

Goal:

- Develop, fund, and implement integrated watershed approaches to flood management through collaborative and community supported processes.

Objectives:

- Promote projects and practices to protect infrastructure and property from flood damage.
- Improve flood management infrastructure and operational techniques/strategies.
- Implement flood management projects that provide multiple benefits such as public safety, habitat protection, recreation, agriculture, and economic development.
- Develop and implement projects to protect, restore, and enhance the natural ecological and hydrological functions of rivers, creeks, streams, and their floodplains.
- Support research and monitoring efforts to understand the effects of flooding on transport and persistence of pathogens in food crop production areas.
- Support management of flood waters so that they do not contaminate fresh produce in the field.
- Promote public education about local flood management issues and needs.

ENVIRONMENT

Goal:

- Protect, enhance, and restore the region's ecological resources while respecting the rights of private property owners.

Objectives:

- Support science-based projects to protect, improve, enhance, and/or restore the region's ecological resources, while providing opportunities for public access and recreation where appropriate.
- Protect and enhance state and federally listed species and their habitats.
- Minimize adverse environmental impacts of water resource management projects.
- Support applied research and monitoring to better understand environmental conditions, environmental water needs, and the impacts of water-related projects on environmental resources.

- Implement fish-friendly stream and river corridor restoration projects.
- Reduce adverse impacts of sedimentation into streams, particularly from roads and non-point sources.
- Promote efforts to prevent, control, reduce, and/or eradicate high priority invasive species.
- Promote native drought-tolerant plantings in municipal and residential landscaping.
- Consider opportunities to purchase fee title or conservation easements on lands from willing sellers that provide integrated water resource management benefits. Ensure adequate funding and infrastructure to manage properties and/or monitor easements.
- Support research and monitoring efforts to understand the effects of wildfire events on water resources.

REGIONAL COMMUNICATION AND COOPERATION

Goal:

- Promote regional communication, cooperation, and education regarding water resource management.

Objectives:

- Facilitate dialogue and reduce inconsistencies in water management strategies/regulations between local, regional, state, and federal entities.
- Promote dialogue between federal and state regulators and small water system managers to facilitate water quality regulation compliance.
- Foster collaboration between regional entities to minimize and resolve potential conflicts and to obtain support for responsible water supply solutions and improved water quality.
- Build relationships with federal, state, and local regulatory agencies and other water agencies to facilitate the permitting, planning, and implementation of water-related projects.
- Increase stakeholder input and public education about the need, complexity, and cost of strategies, programs, plans, and projects to improve water supply, water quality, flood management, coastal conservation, and environmental protection.

DISADVANTAGED COMMUNITIES

Goal:

- Ensure the provision of high-quality, potable, affordable water and healthy conditions for disadvantaged communities (DACs).

Objectives:

- Seek funding opportunities to ensure all communities have a water system with adequate, safe, high-quality drinking water.
- Seek funding opportunities to ensure all communities have adequate wastewater treatment.
- Ensure that DACs are adequately protected from flooding and the impacts of poor surface and groundwater quality.
- Provide support for the participation of DACs in the development, implementation, monitoring, and long-term maintenance of water resource management projects.
- Promote public education in DACs about water resource protection, pollution prevention, conservation, water quality, and watershed health.

CLIMATE CHANGE

Goal:

- Adapt the region's water management approach to deal with impacts of climate change using science-based approaches, and minimize regional causal effects.

Objectives:

- Plan for potential impacts of future climate change.
- Support increased monitoring and research to obtain greater understanding of long-term impacts of climate change in the Greater Monterey County region.
- Support efforts to research alternative energy and to diversify energy sources appropriate for the region, and consider options for using renewable energy where such options are integrally tied to supporting IRWM Plan objectives.
- Seek long-term solutions to reduce energy consumption, especially the energy embedded in water use, with a goal to reducing greenhouse gas (GHG) emissions.
- Seek long-term solutions to maintain and protect existing pristine natural resources from the impacts of climate change.
- Address adapting to changes in the amount, intensity, timing, quality, and variability of runoff and recharge.
- Consider the effects of sea level rise on water supply conditions and identify suitable adaptation measures.
- In considering ways to address IRWM Plan objectives and implement the Plan, consider where practical the strategies adopted by California Air Resources Board (CARB) in its AB 32 Scoping Plan.
- Support research and/or implementation of land-based efforts such as carbon-sequestration on working lands and wildlands in the Greater Monterey County region.
- Promote public education about impacts of climate change, particularly as it relates to water resource management in the Greater Monterey County region.

D.3 MEASURING THE OBJECTIVES

The Objectives Standard in the 2016 Proposition 1 IRWM Guidelines requires that objectives be measurable. A measurable objective means there must be some metric the RWMG can use to determine if the objective is being met as the IRWM Plan is implemented. Since the IRWM Plan is implemented through projects, the metric applies to the projects, which then relate back to the IRWM Plan objectives.

The table below lists both qualitative and quantitative measures that can be used to determine the extent to which projects implemented through the Greater Monterey County IRWM Plan carry out the various IRWM planning objectives. Note that the measurement standards provided in the table are intended to be examples and are not inclusive of all measures that could potentially be used.

As projects get implemented and data is generated, a Plan Performance Matrix will be developed that lists the projects and shows how (and the extent to which) each project carries out each objective, using the numerical and/or qualitative measures listed in the table below. Please see Section J, Plan Performance and Monitoring, for a more detailed description of this process.

Table D-1: Measuring IRWM Plan Objectives

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
WATER SUPPLY OBJECTIVES		
Increase groundwater recharge and protect groundwater recharge areas.		Measurable increase in groundwater recharge. Acres of open space conserved for recharge areas. Number of recharge basins built and rates of infiltration.
Optimize the use of groundwater storage with infrastructure enhancements and improved operational techniques.		Number of infrastructure enhancements and/or improved operational techniques to optimize the use of groundwater storage.
Increase and optimize water storage and conveyance capacity through construction, repair, replacement, and augmentation of infrastructure.	Identification of water storage and conveyance infrastructure needs.	Number of projects and practices designed and/or implemented to increase and optimize water storage and conveyance capacity. Measurable increase (acre feet) in water storage and conveyance capacity.
Diversify water supply sources, including but not limited to the use of recycled water.	Identification of ways and opportunities to diversify water supply sources. Increased diversity of water supply sources for the region (as compared to 2010).	Measurable increase in water supply source diversification, e.g., plans designed or implemented for new recycled water facilities or increased use/production of recycled water, desalination, cloud seeding, or other alternatives.
Maximize water conservation programs.		Number of new and/or enhanced water conservation programs designed or implemented for agricultural and urban water users.
Capture and manage storm water runoff.	Identification of needs and opportunities. Design/development of projects.	Number of projects and practices implemented to capture and manage storm water runoff. Rate of infiltration/pumping of storm water in a groundwater recharge program. Low Impact Development (LID) measures.
Optimize conjunctive use where appropriate.	Identification of opportunities to increase conjunctive use.	Number of projects designed, planned, or implemented to optimize conjunctive use.
Support research and monitoring to better understand identified water supply needs.	Identification of water supply needs in the region. Coordination of existing research and monitoring efforts. Improvements in data monitoring network and data analysis.	Number of research/monitoring projects implemented, and/or monetary investment.
Support the creation of water supply certainties for local production of agricultural products.	Demonstrated efforts toward ensuring an adequate water supply for local agricultural production.	

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
Promote public education about water supply issues and needs.	Implementation of programs to educate the public about water supply issues and needs.	Number of presentations and outreach events, etc. to increase public education about water supply issues and needs.
Promote planning efforts to provide emergency drinking water to communities in the region in the event of a disaster.	Demonstrated planning efforts.	
WATER QUALITY OBJECTIVES		
Promote practices necessary to meet, or where practicable, exceed all applicable water quality regulatory standards (for drinking water, surface and groundwater quality).	Implementation of projects and programs to reduce pollutants in water bodies. Progress demonstrated in meeting drinking water objectives in groundwater.	Measurable decrease in pollutant concentrations (or loads) in 303d listed water bodies, or in the frequencies of exceedance.
Promote projects to prevent seawater intrusion.	Implementation of practices, programs, and projects to prevent seawater intrusion.	Measurable reduction in chloride levels in intruded groundwater wells. Less extraction of groundwater relative to 2010 rates. Measurable increase in use of recycled water.
Incorporate or promote principles of low impact development where feasible, appropriate, and cost effective.	Implementation of outreach events, distribution of educational materials, and communications to raise awareness about LID.	Number of LID projects implemented. Number of acres improved. Amount of runoff contained.
Protect surface waters and groundwater basins from contamination and the threat of contamination.	Implementation of innovative and effective solutions to address critical surface and groundwater contamination or threat of contamination.	Number of practices and projects identified, designed, and/or implemented to protect surface waters and groundwater basins from contamination and the threat of contamination.
Support research and pilot projects for the co-management of food safety and water quality protection.	Identification of research gaps. Outreach events disseminating co-management research results (tracking number of participants).	Number of co-management research and/or pilot projects developed and/or implemented to address research gaps.
Improve septic systems, sewer system infrastructure, wastewater treatment systems, and manure management programs to prevent water quality contamination.	Implementation of practices, projects, and programs to prevent water quality contamination from waste management systems.	Number of septic or sewer systems improved. Progress demonstrated toward meeting the water quality criteria for beneficial uses.
Support research and other efforts on salinity management.	Identification of extent of problems and potential solutions. Development of salt and nutrient management plans. Implementation of salinity management outreach programs.	Number of research projects funded (and/or monetary investment in research projects). Number of practices and programs implemented to reduce salinity.

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
Support monitoring to better understand major sources of erosion, and implement a comprehensive erosion control program.	Increased understanding of sources and impacts of erosion, including identification of high priority areas. Establishment of erosion control program(s). Incorporation of turbidity analysis into monitoring programs for both existing and new projects where appropriate.	Number of monitoring programs funded to better understand major sources of erosion (and/or monetary investment in monitoring programs).
Promote programs and projects to reduce the quantity and improve the quality of urban and agricultural runoff and/or mitigate their effects in surface waters, groundwater, and the marine environment.	Implementation of programs and projects to reduce the quantity and improve the quality of urban and agricultural runoff, including Irrigation Nutrient Management program, Livestock and Lands program, storm water best management practices (BMPs), mobile lab. Implementation of regional monitoring program, including GIS layer of practices.	Number of projects/programs created. Measured improvements in water quality attributed (at least in part) to the implementation of new projects/programs.
Promote regional monitoring and analysis to better understand water quality conditions.	Implementation of regional monitoring program, including identification of long-term monitoring sites and annual assessment of water quality data. Improved understanding of water quality conditions.	
Support research and utilization of emerging technologies (enzymes, etc.) to develop effective water pollution prevention and mitigation measures, and source tracking.	Assessment of local research. Analysis of latest technologies. Application of new technologies. Implementation of demonstration projects.	Number of new research projects developed and/or implemented to explore or investigate emerging technologies.
Promote public education about water quality issues and needs.	Implementation of programs to educate the public about water quality, with an emphasis on high priority geographic areas or demographic groups. Implementation of annual IRWM Plan regional symposium.	Number of presentations and outreach events, etc. to increase public education about water quality issues and needs.
FLOOD PROTECTION OBJECTIVES		
Promote projects and practices to protect infrastructure and property from flood damage.	Progress demonstrated in averting potential flood damage (e.g., maintaining or increasing Community Rating Service score).	Number of projects, programs, or practices implemented to protect infrastructure and/or property.
Improve flood management infrastructure and operational techniques/strategies.	Progress shown towards improving flood management and/or operational techniques.	Number of improved techniques/strategies implemented. Monies expended.
Implement flood management projects that provide multiple benefits such as public safety, habitat protection, recreation, agriculture, and economic development.	Identification of multiple benefit projects.	Number of flood projects, programs, or practices implemented to provide multiple benefits.

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
Develop and implement projects to protect, restore, and enhance the natural ecological and hydrological functions of rivers, creeks, streams, and their floodplains.	Identification of natural ecological and hydrological functions of water courses in flood-prone areas.	Number of projects, programs, or practices implemented to protect, restore, or enhance the natural functions of water courses in flood-prone areas.
Support research and monitoring efforts to understand the effects of flooding on transport and persistence of pathogens in food crop production areas.	Improved understanding of flooding effects on transportation and persistence of pathogens in food-crop production areas.	Number of research/monitoring programs implemented to document effects of flooding on pathogens in food-crop production areas.
Support management of flood waters so that they do not contaminate fresh produce in the field.		Number of flood management projects, programs, or practices implemented to reduce or prevent contamination of fresh produce in the fields.
Promote public education about local flood management issues and needs.	Increased awareness among public stakeholders regarding flood management issues and needs.	Number of presentations and outreach events, etc. to increase public education about flood management issues and needs.
ENVIRONMENT OBJECTIVES		
Support science-based projects to protect, improve, enhance, and/or restore the region's ecological resources, while providing opportunities for public access and recreation where appropriate.	Identification of needs and opportunities. Design/development of projects.	Number of projects implemented to protect, improve, enhance, and/or restore the region's ecological resources. Acres of wetlands restored. Miles of public paths and other recreational amenities installed. Number of public outreach diaramas installed. Monetary investment in projects.
Protect and enhance state and federally listed species and their habitats.	Identification of needs and opportunities. Design/development of projects.	Number of projects implemented to protect and enhance state and federally listed species and their habitats. Number of listed species' enhancement plans addressed. Acres of essential habitat protected or restored.
Minimize adverse environmental impacts of water resource management projects.	Demonstrable measures taken by project proponents to minimize adverse environmental impacts of water resource management projects.	Quantifiable measurement will be project-specific: Mitigation measures implemented as needed or appropriate.

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
Support applied research and monitoring to better understand environmental conditions, environmental water needs, and the impacts of water-related projects on environmental resources.	Improved understanding of environmental conditions, environmental water needs, and the impacts of water-related projects on environmental resources as demonstrated by project/research findings, analyses, reports, etc. Identification of actions to address environmental needs. Identification of cost-effective strategies to reduce adverse impacts on ecological resources.	Number of research/monitoring programs designed, funded, and/or implemented to document environmental conditions, environmental water needs, and the impacts of water-related projects on environmental resources. Physical measurement of area researched and/or monitored, e.g., number of acres researched, number of stream miles monitored.
Implement fish-friendly stream and river corridor restoration projects.	Identification of needs and opportunities. Design/development of projects.	Number of fish-friendly stream and/or river corridor restoration projects implemented. Miles of stream opened to fish migration. Miles of stream corridor restored. Measured increase in fish populations.
Reduce adverse impacts of sedimentation into streams, particularly from roads and non-point sources.	Identification (and prioritization) of problem areas in the region, and of opportunities for improvements. Tracking and documentation of BMPs related to sedimentation.	Number of projects or practices implemented to reduce adverse impacts of sedimentation into streams. Miles of rural roads taken out of commission or enhanced to reduce erosion. Measured increase in rural road RAM (Rapid Assessment Method) score. Measured reduction in turbidity in high-sediment streams.
Promote efforts to prevent, control, reduce, and/or eradicate high priority invasive species.	Identification of problem areas and opportunities. Design/development of projects to reduce the effects of invasive species in the region.	Number of projects implemented to reduce invasive species. Acres surveyed. Acres treated. Acres/linear feet/river miles of invasive species eradicated.
Promote native drought-tolerant plantings in municipal and residential landscaping.		Number of projects designed, funded, and/or implemented that include planting of drought tolerant plants.
Consider opportunities to purchase fee title or conservation easements on lands from willing sellers that provide integrated water resource management benefits. Ensure adequate funding and infrastructure to manage properties and/or monitor easements.	Identification of opportunities. Identification of funding sources and attainment of adequate funding to manage properties and/or monitor easements.	Acres of land converted into conservation.
Support research and monitoring efforts to understand the effects of wildfire events on water resources.	Improved understanding of effects of wildfire events on water resources.	Number of research/monitoring programs implemented to document effects of wildfire events on water resources.

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
REGIONAL COMMUNICATION OBJECTIVES		
Facilitate dialogue and reduce inconsistencies in water management strategies/regulations between local, regional, state, and federal entities.	Meetings convened between local, regional, state, and federal entities to resolve noted problem areas. Implementation of strategies in MBNMS Ag Action Plan in "Regulatory Coordination and Streamlining" section. Programs to proactively coordinate strategies and regulations, such as permit coordination.	
Promote dialogue between federal and state regulators and small water system managers to facilitate water quality regulation compliance.	Meetings convened and/or partnerships developed between federal and state regulators and small water system managers for this purpose.	
Foster collaboration between regional entities to minimize and resolve potential conflicts and to obtain support for responsible water supply solutions and improved water quality.	Meetings convened between regional entities and stakeholders to resolve water-related conflicts (including those implemented through Water Resource Project Coordination [WRPC] process). Positive indication of public support for implementation of water-related projects and/or programs.	Number of new water-related projects designed, funded, and/or implemented as a direct result of WRPC (or related) process.
Build relationships with federal, state, and local regulatory agencies and other water agencies to facilitate the permitting, planning, and implementation of water-related projects.	Meetings convened and agreements reached between federal, state, and local regulatory agencies, other water agencies, and project proponents to facilitate the permitting, planning, and implementation of water-related projects.	Number of projects successfully designed, permitted, and implemented as a result of improved communication.
Increase stakeholder input and public education about the need, complexity, and cost of strategies, programs, plans, and projects to improve water supply, water quality, flood management, coastal conservation, and environmental protection.	Implementation of annual IRWM Plan regional symposium.	Number of presentations and outreach events, etc. to increase stakeholder participation and public awareness about the need, complexity, and cost of strategies, programs, plans, and projects to improve water supply, water quality, flood management, coastal conservation, and environmental protection. Number of "hits" to the Greater Monterey County IRWM Plan website.
DISADVANTAGED COMMUNITIES OBJECTIVES		
Seek funding opportunities to ensure all communities have a water system with adequate, safe, high-quality drinking water.	List of potential funding opportunities including non-IRWM grants and other State and Federal funds. Commitment from an organization to help DACs submit applications and follow through with grant application process for future project solicitations.	Number of grant proposals submitted on behalf of DACs for drinking water system improvements.

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
Seek funding opportunities to ensure all communities have adequate wastewater treatment.	List of potential funding opportunities including non-IRWM grants and other State and Federal funds. Commitment from an organization to help DACs submit applications and follow through with grant application process for future project solicitations.	Number of grant proposals submitted on behalf of DACs for wastewater system improvements.
Ensure that disadvantaged communities are adequately protected from flooding and the impacts of poor surface and groundwater quality.	Communication/meetings between RWMG (or partners) and DAC representatives to discuss needs regarding protection against flooding and the impacts of poor surface and groundwater quality.	Number of grant proposals submitted on behalf of DACs for protection against flooding and the impacts of poor surface and groundwater quality. Number of measures implemented to protect DACs against flooding and the impacts of poor surface and groundwater quality.
Provide support for the participation of disadvantaged communities in the development, implementation, monitoring, and long-term maintenance of water resource management projects.	Outreach to DACs to encourage their participation in the IRWM planning process (via personal communication, individual meetings, email). Assistance to DACs by RWMG (or partner organization) in writing grant proposals for water-related projects. Development of grant proposals that include DAC involvement in monitoring and maintenance of water resource management projects. Identification and provision of resources needed for DAC leaders to organize their communities.	Monetary investment toward DAC support for water management projects.
Promote public education in disadvantaged communities about water resource protection, pollution prevention, conservation, water quality, and watershed health.	Outreach efforts, including: Working with organizations that have frequent interaction with DACs (church organizations, radio, TV) and providing those organizations with educational materials as appropriate; "house meetings" and small community meetings; encouraging DAC members to attend IRWM public workshops; translation into Spanish of existing educational brochures and literature (re: watersheds, conservation programs, etc.); development of new literature as needed and appropriate, and distribution of educational materials. Demonstrable increase in understanding and awareness of these issues on the part of DAC members.	Number of events held. Number of DACs and DAC members reached.
CLIMATE CHANGE OBJECTIVES		
Plan for potential impacts of future climate change.	List of identified impact sites. Identification of management measures to be integrated into site-specific response efforts.	

OBJECTIVE	QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
Support increased monitoring and research to obtain greater understanding of long-term impacts of climate change in the Greater Monterey County region.	Compiled data reports on current science, documenting trends in climate changes (rain fall, temperature, sea level rise, river flows). List of proposed additions for current monitoring programs to increase understanding of climate change impacts.	Number of research/monitoring programs implemented to obtain greater understanding of long-term impacts of climate change in the Greater Monterey County region, and/or monetary investment in research and monitoring programs.
Support efforts to research alternative energy and to diversify energy sources appropriate for the region, and consider options for using renewable energy where such options are integrally tied to supporting IRWM Plan objectives.	Compilation of research within the region on alternative energy options. Change in energy use portfolios toward greater use of renewable energy and greater diversification of energy sources in the region.	Number of research projects considered, designed, and/or implemented to investigate alternative energy. Number of IRWM Plan projects that use renewable sources of energy.
Seek long-term solutions to reduce energy consumption, especially the energy embedded in water use, with a goal to reducing greenhouse gas (GHG) emissions.	List of energy efficiency and conservation strategies, and other recommendations for reducing greenhouse gases.	GHG reduction estimates from implementing energy efficiency and conservation strategies in IRWM Plan projects.
Seek long-term solutions to maintain and protect existing pristine natural resources from the impacts of climate change.	Reports and plans defining new management efforts and policies to maintain and/or protect existing pristine natural resources from the impacts of climate change.	Acreage under new or expanded planning and conservation efforts.
Address adapting to changes in the amount, intensity, timing, quality, and variability of runoff and recharge.	Reports, plans, and projects that address adapting to these changes (e.g., Storm Water Resource Plan).	Number of projects that include strategies to adapt to these changes.
Consider the effects of sea level rise (SLR) on water supply conditions and identify suitable adaptation measures.	Compilation of research on the effects of SLR on water supply conditions in the region. List of adaptation measures.	Number of research/planning efforts that consider effects of SLR on water supply conditions. Number of projects that implement adaptation measures.
In considering ways to address IRWM Plan objectives and implement the Plan, consider where practical the strategies adopted by California Air Resources Board (CARB) in its AB 32 Scoping Plan.	List of IRWM Plan projects that implement strategies adopted by CARB in its AB 32 Scoping Plan.	Number of IRWM Plan projects that implement strategies adopted by CARB in its AB 32 Scoping Plan, or number of strategies implemented.
Support research and/or implementation of land-based efforts such as carbon-sequestration on working lands and wildlands in the Greater Monterey County region.	Compilation of research on these topics.	Number of projects implemented and/or monetary investment in this research.
Promote public education about impacts of climate change, particularly as it relates to water resource management in the Greater Monterey County region.	Implementation of programs to educate the public about impacts of climate change. Implementation of annual IRWMP regional symposium.	Number of presentations and outreach events to increase public education about impacts of climate change. Number of reports and publications produced and/or distributed on climate change.

D.4 PRIORITIZING THE OBJECTIVES

After much debate and careful consideration, the RWMG has made a decision not to prioritize objectives. The rationale for this decision is as follows. The Greater Monterey County IRWM region is a broad geographic area made up of a very diverse group of stakeholders. The RWMG itself reflects that diversity. The RWMG has aimed to be as inclusive as possible of all stakeholders in the region, encouraging their active participation in the IRWM planning process and promising serious consideration of their concerns and needs.

The 60 objectives included in the IRWM Plan were based on the “issues and conflicts” perceived to exist throughout the region, as described by different groups of stakeholders in all corners of the region. The RWMG therefore recognizes that each of the objectives carries special weight and significance for at least some groups of stakeholders. By prioritizing some objectives over others, the RWMG feels they would effectively be prioritizing the needs of certain stakeholders over others. In order to maintain inclusivity, and to avoid the possibility of alienating certain groups of stakeholders or discouraging their participation in the IRWM planning process, the RWMG has therefore decided not to prioritize objectives. The project ranking system reflects that decision.