

County of San Diego

Stormwater Capture and Use Feasibility Study Stakeholder Engagement Plan – *Working Document*

July 17, 2017

Prepared by:
Katz & Associates, Inc.

I. INTRODUCTION

The County of San Diego is developing a Stormwater Capture and Use Feasibility Study to provide a comprehensive analysis and understanding of stormwater resource capture and reuse opportunities for the San Diego Integrated Regional Water Management (IRWM) Region. The analysis will help to determine the feasibility of planning, constructing, operating and managing facilities that capture and use stormwater beneficially, and will inform and guide the Region's decisions regarding stormwater projects moving forward. The completed study will be incorporated into the updated San Diego IRWM Plan, and will supplement the analysis of the approved San Diego Region Stormwater Resource Plan.

The 2013 San Diego IRWM Plan was updated from five special planning studies. The focus of these studies was to provide in-depth, region-specific analyses of key issues that were not addressed in the 2007 San Diego IRWM Plan, including: water planning, regulatory programs, salinity planning, climate change planning and flood control planning. The planning studies were integral to the 2013 San Diego IRWM Plan, and led to a series of action items that were incorporated into it. The stormwater-related action items in the 2013 San Diego IRWM Plan, which stemmed from the Integrated Flood Management Planning Study, were focused almost entirely around flood issues. Since 2013, critical questions regarding stormwater have arisen, and it was determined that a gap exists in the planning studies and action items for considering and implementing stormwater as a resource in the Region. Development of the Stormwater Capture and Use Feasibility Study and its incorporation into the updated San Diego IRWM Plan will address this gap and allow the San Diego IRWM Plan to serve as a comprehensive resource document for interested stakeholders.

The County of San Diego has prepared this Stakeholder Engagement Plan to establish a comprehensive outreach program for engaging stakeholders in the Stormwater Capture and Use Feasibility Study development process. Outreach for the Stormwater Capture and Use Feasibility Study emphasizes using a variety of coordinated communication programs to disseminate results from the study and obtain input on the technical memos and Feasibility Report.

II. PARTICIPANTS/STAKEHOLDER IDENTIFICATION

The following is a list of stakeholder groups/categories that have been identified as potential participants in the Stormwater Capture and Use Feasibility Study development process. Each of the identified stakeholder groups/categories may serve a role in the study of these three areas related to stormwater capture: Storage, Conveyance and Use, as is explained in the graphic below.

- Academia
- Building Industry

-
- San Diego Regional Chamber of Commerce
 - Copermittes
 - Department of the Navy
 - U.S. Army Corp of Engineers
 - Environmental Nongovernmental Organizations
 - General Construction
 - Resource Agencies
 - Hydrogeologist Professional Association
 - San Diego IRWM
 - San Diego Regional Water Quality Control Board
 - Taxpayers
 - Tribal
 - Water Agencies/Publicly Owned Treatment Works/Wastewater
 - Industrial Environmental Association
 - San Diego County Farm Bureau
 - Floodplain Management Association
 - Natural Resources Conservation Service/U.S. Department of Agriculture
 - Caltrans
 - School Districts
 - Legal
 - University of California, San Diego
 - Climate Action Planner
 - Landscape Architect

III. OBJECTIVES

The key objectives for stakeholder engagement are to:

- Clearly communicate the purpose of the study and how the Feasibility Report will be developed;
- Minimize any misconceptions about the study's purpose and how it will be used that could generate uncertainty or concern;
- Foster understanding of and confidence in the data and methodology used to develop the Feasibility Report;
- Conduct an open and transparent study development process that incorporates multiple channels for participation;
- Solicit input, ideas and feedback to inform the development of the study; and
- Ensure consistency of information among all Stormwater Capture and Use Feasibility Study representatives and spokespersons.

IV. STAKEHOLDER ENGAGEMENT ACTIVITIES

The County has established a coordinated approach for achieving the stakeholder engagement objectives stated above. Importantly, as shown in the process and timeline chart on the last page, specific stakeholder engagement activities are synchronized with the various phases in the study development process. Public feedback opportunities will be available throughout the study development process at project milestones. Descriptions of the stakeholder engagement activities follow below.

Technical Advisory Committee: A Technical Advisory Committee (TAC) will be responsible for providing input and feedback to the project team throughout the study development process. The TAC will be asked to share data sources and provide input on technical memos and ultimately the Feasibility Report. The intent is to establish a committee that is representative of the identified stakeholder groups, as referenced in Section II.

Members will be expected to attend all committee meetings. The committee will be requested to adhere to participation guidelines that will help keep the meetings focused, balanced and productive. Each meeting will be held on a weekday and last approximately two hours. The meetings will be held in a County of San Diego building located at the County Operation Center located on Overland Avenue in Kearny Mesa (rooms will be announced in advance of the meetings), with the exception of TAC Meeting 3, which will be conducted remotely via WebEx. All meetings will be open to the public. Preliminary TAC meeting discussion topics include:

- **Meeting 1:** Identified Data Sources and Data Request
- **Meeting 2:** Summary of Data and Modeling Approach and Initial Results
- **Meeting 3:** Modeling Approach and Final Results
- **Meeting 4:** Prioritization Approach and Results
- **Meeting 5:** Cost Analysis Methodology
- **Meeting 6:** Feasibility Report Contents and Results

Online Content: Online content will be developed for use on the Project Clean Water website (www.projectcleanwater.org) and the County of San Diego Department of Public Works website (www.sandiegocounty.gov/dpw). Informational materials and announcements of meetings can be placed on these websites.

Informational Materials: Informational materials, such as fact sheets and a “Frequently Asked Questions” document, will serve to educate stakeholders on key components of the study. These materials can be made available on the two websites listed above, provided at briefings, and distributed to the TAC and other stakeholders. Informational materials will be developed in Phase 1 and updated as needed throughout the study development process.

Briefings to Stakeholder Groups: Briefings are an effective setting to directly engage stakeholders, answer their most pertinent questions and address issues. Briefings will be

provided to stakeholder groups as needed throughout the study development process. The County will accept invitations to present.

Articles: Articles can be drafted and placed in organizations' newsletters or on their Webpages to ensure stakeholders are aware of the study and opportunities to participate. Articles will be developed at the beginning of the study development process and at milestones.

Contact Database: A contact database will be developed by adapting the Quality of Life contact database, adding all stakeholders on the TAC roster, leveraging the San Diego IRWM Program stakeholder database, as well as adding anyone who is interested in receiving updates on the study. A mechanism can be created to allow interested persons to sign up to be added to the contact database.

Eblast Announcements: Eblast announcements will be distributed to the contact database throughout the study development process. The eblasts can provide updates on the status of the study and notify stakeholders of scheduled meetings and opportunities to participate.

V. STAKEHOLDER ENGAGEMENT PROCESS AND TIMELINE

Stakeholder engagement activities will take place over five tasks:

- **Task 1:** Project Coordination, Data Collection and Existing Conditions Analysis
- **Task 2:** Technical Feasibility Analysis
- **Task 3:** Implementation Approach
- **Task 4:** Cost Analysis
- **Task 5:** Feasibility Report

The process and timeline chart on the next page outlines the stakeholder engagement activities to be conducted and accomplished during each task. Alterations to the process schedule may require updates to the chart.

**County of San Diego Stormwater Capture and Use Feasibility Study
Stakeholder Engagement Activities Timeline**

Phase	1 Project Coordination, Data Collection and Existing Conditions Analysis	2 Technical Feasibility Analysis	3 Implementation Approach	4 Cost Analysis	5 Feasibility Report
Key Discussion Topics	Identified Data Sources and Data Request	Summary of Data and Modeling Approach and Initial and Final Results	Prioritization Approach and Results	Cost Analysis Methodology	Feasibility Report Contents and Results
Stakeholder Engagement Activities	TAC Meeting* Online Content Informational Materials Briefings Articles Contact Database Development Eblast Announcement	TAC Meetings (one in-person meeting and one WebEx)* Informational Materials Briefings Eblast Announcements	TAC Meeting* Online Content Briefings Eblast Announcement	TAC Meeting* Briefings Eblast Announcement	TAC Meeting* Online Content Informational Materials Briefings Articles Eblast Announcement
Public feedback opportunities will be available throughout the study development process.					

**All TAC meetings are open to the public*

VI. RECORD OF STAKEHOLDER ENGAGEMENT

The project team will maintain a Record of Stakeholder Engagement for all public information and outreach activities conducted for the project. The record will include copies of the TAC roster, meeting announcements, meeting agendas and summaries, and distributed informational and educational materials.