

--Notes from the NBWA September 6, 2019 NBWA Board Meeting



## North Bay Watershed Association Strategic Planning Sessions – Autumn Check in

SEPTEMBER 2019

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CHAORDIC BALANCE



## Today

### Desired Outcome

- Progress check and update plan for the next year

### So...

1. Reminder of SP Process and Key Points
2. Progress on Strategic Directions and Activities
3. Our Current Environment
4. Looking forward September 2019 thru 2020 – What should we do?



*Judy provided a quick review of the four strategic directions and their progress. (Note: Please refer to 8/19/19 memo to NBWA Board from Judy Kelly, NBWA Executive Director and Chris Choo, Principal Planner, Marin County for more details)*

## #1 Take a One Water approach for the North Bay

**Main Intent:** The North Bay Watershed Association will sharpen our focus and bring members and partners together to look for ways that will build a more a more sustainable and integrated regional water supply portfolio, improve regional water quality, and restore our watersheds

### SUCCESS INDICATORS

**One Year:** Member agency staff and General Managers have met to share issues and concerns and define short term, medium term and long--range challenges and opportunities. The end goal is to find regional approaches that will result in more efficient and effective water management, including supply, reuse (with NBWRA lead), groundwater, stormwater, water quality, sea level rise, and watershed protection.

### STATUS:

1. **The NBWA Joint Technical Committee has set the One Water efforts as its focus and has set bimonthly meetings in 2019 to find common issues and opportunities. Board has received an overview presentation [June 2019] about One Water nationally and regionally; and a**
2. **Specific memorandum from Horizon Water [July 2019] on where the NBWA members have already cooperated on issues and possible future opportunities.**



## #2 Develop Regional Projects

**Main Intent** The North Bay Watershed Association assists the region in identifying the most significant regional projects to address the issues and priorities identified in our Strategic Direction #1

### Measures of Success

**1 year:** By 2020, the Technical Committee has developed an initial package of potential multi-benefit, regional project concepts aimed water supply, water quality and watershed health recognizing **future climate challenges**

### STATUS:

1. JTC has prioritized one water and has heard from members who are taking a more regional approach with multiple agencies.
2. JTC conducted online survey of members asking for ideas on where NBWA members could begin stronger cooperation
3. JTC reports actions from meetings to the NBWA Board.
4. The Board has instituted a monthly information exchange item to facilitate new possible areas of cooperation

## #3 Identify Potential Regional and Sub-Regional Project Funding Sources

**Main Intent:** The North Bay Watershed Association will be a leading resource for the region on information about current and future funding opportunities aligned with our strategic regional priorities. To the extent possible, these efforts should assist the regional entities in avoiding competition for the same funding sources.

### Measures of Success

**1 year:** By 2020 the NBWA Technical Committee has a process that results in the Board and the Technical Committee being well informed on the most available/possible funding sources and being ready to cooperatively apply for these funds for regional and sub-regional projects

### STATUS:

1. NBWA funded a new sub-regional strategy on Re-Oaking the North Bay and will help partners look for additional funding to expand the strategy to all four North Bay counties.
2. The JTC will focus on the search for regional project funding when the Board and the JTC define the first priority ideas for common projects.
3. Supervisor Connolly has called together regional partners to potentially craft a regional funding proposal for Federal Corps funding. A meeting with the SF District Corps staff was held in July 2019.
4. The NB continues to compete well regionally; 28% of the latest round of Integrated Regional Water Management Plan (IRWMP) is proposed to go to the NB



### #4 Tell Our Story

**Main Intent:** The North Bay Watershed Association highlights the successes of its member agencies and partners as well as the association itself. This results in stronger local support for bonds and grants and publicly funded efforts because the public better understands the role of the member agencies and partners in the work to achieve a healthy north bay

**Measures of Success**

**1 year:** Public Information Officers in member agencies work together to publicize coordinated messages about water issues and needs in the North Bay

**STATUS:**

1. Website revitalized with new functions ☑
2. Quarterly online NBWA newsletter re-established with support from Data Instincts ☑
3. Key legislation now tracked by consultant and notices sent out directly to NBWA members when deemed of interest. ☑
4. Planning for 2020 NBWA conference underway: hotel secured, Committee begins meeting in September. ☑
5. Members now sharing agency information on a regular basis at Board meetings, reminded in July to also include pertinent information from other regional or water organizations to which they belong. ☑
6. Social Media expertise will be brought into 2020 Conference planning through SFE

### Current Environment Analysis

**After the review of current progress/status, the NBWA Board organized in small groups to identify and discuss key elements of the current environment which might affect NBWA activities and success.**

*Note: This list has been organized to reflect themes and edited for readability. Any errors may due to inability to read comments.*

### Possible Internal Strengths and/or Weaknesses

**Strengths**

- We understand watersheds better
- Organization has grown; diversity improving
- There is more communication, cooperation, collaboration, information (one example is Ross Valley/CMSA who donated equipment to sister agency)
- Number of members and variety of agencies; all 4 counties are represented at JTC
- JTC backbone to Board

**Possible Weaknesses**

- NBWA not connected via social media (e.g., no Facebook page, etc.)
- SD1 - What does improve Water quality mean? it is unclear
- Need to improve regional coordination and identify topics of interest that connect all 4 counties
- Collaboration getting better but could still improve; need to continue to find ways to work together
- Funding needs and urgency has increased



- Solano County cities missing
- JTC well tied to Marin but not strong representation from other North Bay agencies

**Possible Opportunities or Threats**

- Future discharge restrictions, i.e., Direct Potable Reuse
- Could be more aggressive in bringing in smaller agencies in watersheds
- Water reuse – be aware of legislation e.g., Hertsburg bill
- Funding priorities for state/feds
- Land use issues/growth needs
- Would be helpful to have a platform/spreadsheet to identify and track progress
- Continued focus on wildfire and it’s and effects (e.g., PG&E, electricity, building resiliency, etc.)
- Threat to recycled water is 1) the finding of PFDs in possible potable water. Reverse osmosis is the only way to get it out. Actual public threat is unclear. Action levels are below ambient levels; 2) state law that requires that only water suppliers can deliver recycled water without approval of water agency; 3) another weakness for recycled water is that we don’t have a distribution. Could put in a recycled water pipelines as things are built
- Include Solano County cities
- Expand JTC to include representation from NB agencies

**External Factors that might affect our Work**

- Changes and/or bad legislation
- Lack of funding and Federal/State funding priorities and regulations (new/shifting)
- Natural disasters
- ‘New normal’ result of climate change
- Collection system general order at State Board will have more challenging requirements
- LA cities/towns are more pro-active for One Water implementation; LA approved/passed property tax; \$300m/yr. – annual revenues earmarked for One Water effort

**Strategic Direction Strategies – What else could we do? What could get in our way?**

*Individuals formed new small groups and continued their discussions looking more deeply at each Strategic Direction and brainstormed possible future activities. These ideas will be considered and incorporated into the strategies and plan as it makes sense.*

**General Comments**

- Keep timeframe but change in possible key actions text for #1 – by Sept 2020 and for #2 by the end of 2020
- NBWA meeting dates/locations
  - Technical committee conflicts with NBWA
  - Rotate locations
  - Identify a way for people to participate if they have conflicts and/or cannot travel to the meeting (e.g., livestream, use Zoom etc.)

**Strategic Direction 1: Take a One Water Approach for the North Bay**

- Possible Meetings including GM of La Gallinas Valley Sanitary District (Megan Clark) re. sludge



- Ross Valley San District engaged in clean up. Issue re. Use of non-potable water. Good to have a conversation and share the experience (contact: Michael Boorstein)
- Education on flushables vs. nonflushables- share educational materials that have been developed
- Direct Potable reuse – start looking at ways for our agencies to get ahead of this
- Clarify/define better what “improve regional water quality” actually means and what we can do about it. Identify our current water quality issues
- Pursue a pilot project in the upper watershed to demonstrate how it improves water quality
- Select and pursue an issue that is shared by Board and has public awareness
- Need to develop a platform that will assist us in timely, efficient and effective collaboration, e.g., Create a database/spreadsheet that shares information re. What each organization is doing, what do they need? Who can support/has resources to offer? This will assist in collaboration efforts. It would be helpful to have something that might eliminate redundancies and/or help us learn from past experiences. Moving from ideas to reality.
- As a member with SD – assist to give external mission beyond our core business. Gives us flexibility → e.g., NBWA thing; shared resources, (equipment and human). Will cost later but this can be seen as a pay it forward effort
- One Water – doesn’t have to be a set of agreements. Identify how to streamline using one Water initiative. Platform to cooperate with local agencies. Gives empowerment to include local cooperation. Cities should/need to be aware of One Water. They are responsible for STORM.

**Possible Barriers**

- Competing needs, lack of clear priorities, time and money constraints
- Working together can be institutionally challenging- One example of good collaboration/communication is the City of LA and their work on Stormwater and keeping it away from the beaches. They were all on the same page. Here all the entities are separated and we need them to share the same principles re. How to move forward. JTC has a different ask than the agencies. Staff can’t change the director of the agency and his/her vision. We can go back to GMs to work on cooperation and collaboration.
- We need the collaboration of long term financial responsibilities of the organizations involved. Need elected officials to share and work together, e.g., “tell us how you are doing in One Water”
- JTC not fully representative of all counties and North Bay (NBWA) should include more cities

**Strategic Direction 2: Develop Regional Projects**

- See SD1- individual report outs to their boards, could introduce agenda items; hire a lobbyist eventually?
- “Re-oot project “ is a great example of a regional project
  - Identify other projects that are scalable to our 4 counties
  - Water quality initiative – are there possible projects here for us?
- See comments in SD#1
- Need regional approach for funding agencies—multi benefit. What are the top priorities for funders?
- Is stormwater our next resource? How can we incorporate this into our One Water concept?
- Showcase possibilities of jurisdiction – doesn’t have to be local; select priority projects based on use/rate payer regional projects. Engage state and federal as partners with NBWA etc. Look at education re. funding opportunities. Look for state/Water District/Agency level projects to work collaboratively together



- Link to climate change; do a demo project which shows regional need.
- Communicate/educate/coordinate with elected officials to focus funds and attention on specific issues/problems.
- Economics – scale to be considered

**Possible Barriers**

- Always money
- Jurisdictional and regulatory conflicts (e.g., overlapping jurisdictions and competing priorities)
- Funding opportunities will be stronger if efforts/projects are collaborative.

**Strategic Direction 3: Find Project Funding Sources**

- Check ins with state and federal legislators and staff
- Have projects ready to go should funding become available
- Prop 68 opportunities might increase motivation to collaborate (indirect potable) find line items that go directly in allocations to regions → programs
- More Water Bonds (Prop 5/S? failed) – regional reliability

**Possible Barriers**

- Competition
- Misalignment of funding priorities and agency's needs
- Stormwater and flood control infrastructure funding, e.g., LA property tax assessment)
- New Prop I (Campaign effort and need to provide facts)

**Strategic Direction 4: Tell Our Story**

- Create a Facebook page for NBWA

*Note: Groups were instructed to review SD 4 only if they had time.*



## What's next

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1. Compile the ideas from this session
2. Incorporate into the plan as it makes sense
3. Ongoing progress reports at the Board meetings

