

RWA 2016 LEGISLATIVE AND REGULATORY ADVOCACY WORK PLAN

PLATFORM PRIORITY ISSUES AND 2016 GOALS	TARGET AUDIENCES	OBJECTIVES/STRATEGY/CALLS TO ACTION	ACTIVITIES	Responsible Party
Legislative Work Plan				
<p>Priority Issue: Maximize Funding Opportunities Beneficial to RWA Member Agencies</p> <ul style="list-style-type: none"> Secure Prop 1 funding for infrastructure and/or water efficiency Prepare for and participate in State budget process 	<ul style="list-style-type: none"> Administration Local Legislators DWR SWRCB Local community leaders Allied organizations Business leaders 	<ul style="list-style-type: none"> Develop partnerships with influential, like-minded organizations Showcase priority and shovel-ready projects that increase the region’s water supply reliability and/or improve efficiency Identify and work with key legislators and their supporters (donors, businesses, colleagues, etc.) to champion our ask. 	<ul style="list-style-type: none"> Develop short list of targeted partner organizations and hold one-on-one meetings (potentially at the ACWA conference) Develop a priority list of projects for Prop 1 funding Develop materials (fact sheets, op eds, etc.) Brief state elected and staffers on priority list for Prop 1 funding (could be personal briefings or a group briefing) 	<ul style="list-style-type: none"> Work Group w/ LSP members (SB Leader w/ JW, NM, Maurice C, CK)
<p>Priority Issue: Maximize Funding Opportunities Beneficial to RWA Member Agencies</p> <p>Priority Issue: Promote Water Efficiency and Water Conservation</p> <ul style="list-style-type: none"> Advocate for increased state funding assistance for turf replacement and locally prioritized water efficiency programs 	<ul style="list-style-type: none"> Administration Local Legislators DWR Statewide organizations (ACWA, CMUA, CSDA?) Other communities with high conservation targets Influential business leaders who could benefit from funding 	<ul style="list-style-type: none"> Partner with statewide organizations to build support and/or sponsor legislation Demonstrate benefits of turf replacement in regions required to conserve the most during the drought Demonstrate “shovel-readiness” of RWA members to quickly and permanently reduce outdoor irrigation through turf replacement programs (including large scale commercial and municipal projects). 	<ul style="list-style-type: none"> Develop short list of targeted organizations and potential partners; hold one-on-one meetings Develop list/case studies of commercial customers and government agencies that have projects that would benefit from this funding (potentially work with BOMA on this) Ensure local agencies have programs ready to implement. Develop key messages and talking points for others to elevate this issue (i.e. at the State of the City address, Metro Chamber events, etc.) 	<ul style="list-style-type: none"> Work Group (JP leader w/ DB, Amy Talbot)

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<p>Priority Issue: Maximize Funding Opportunities Beneficial to RWA Member Agencies</p> <ul style="list-style-type: none"> Develop policy for potential public goods charge and proactively engage in any enabling legislation 	<ul style="list-style-type: none"> Administration SWRCB Department of Finance Local State Legislators Local Elected Officials Business and community leaders 	<ul style="list-style-type: none"> Develop an RWA policy to use should legislation be introduced RWA be informed/consulted in advance should a public goods charge be considered 	<ul style="list-style-type: none"> Bring forward a Public Goods Charge policy for RWA Board approval Identify stakeholders on Governor’s staff and Department of Finance most influential on this topic; brief those stakeholders about regional concerns/ask to be consulted Build coalition/alliances at ACWA (including MWD and others) Have a coalition of local elected officials and business organizations ready to support or oppose legislation Have fact sheets, talking points, op eds ready 	<ul style="list-style-type: none"> Work Group (Hector, NM, SB, JW(DB), Maurice C, CK)
Regulatory Work Plan				
<p>Priority Issue: Ensure a Diverse, Resilient, and Reliable Water Supply</p> <ul style="list-style-type: none"> Assure favorable implementation of the Sustainable Groundwater Management Act 	<ul style="list-style-type: none"> Administration Local State Legislators DWR 	<ul style="list-style-type: none"> Propose or support legislation favorable to RWA Continue to work closely with DWR on implementation of SGMA Identify projects needed to implement drought resiliency in Sacramento region 	<ul style="list-style-type: none"> Identify like-minded organizations and work with them to find common ground Develop a list of deal points to advocate for on any potential implementation efforts Identify key projects 	<ul style="list-style-type: none"> Work Group – Regulatory (JW, Rob S, Darrell Eck) Work Group – Infrastructure (JW, Rob S, KM, Andy F, Jim P)

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<p>Priority Issue: Promote Balanced Statewide Water Management Solutions Beneficial to the Greater Sacramento Region</p> <p>Priority Issue: Promote Water Efficiency and Water Conservation</p> <ul style="list-style-type: none"> Assure reasonable and effective approach to drought response and post-drought water efficiency requirements 	<ul style="list-style-type: none"> Administration Local State Legislators SWRCB members and staff Potential partners north of the Delta such as NCWA 	<ul style="list-style-type: none"> Urge the SWRCB to consider return flows in evaluating this region’s conservation targets and progress Ensure the SWRCB does not attempt to make current conservation levels/targets permanent (beyond the drought emergency) Fight the perception that it’s “easier” for this region to conserve Demonstrate the economic and aesthetic “cost” of current conservation efforts and achievements Educate policy makers at all levels that current reductions are not sustainable over time (and identify what is sustainable) Educate stakeholders about how climate, population density and other factors effect GPCD requirements Update ACWA Conservation Policy Principles and consider a more broad based support (incorporate with CMUA) 	<ul style="list-style-type: none"> Develop partnerships with organizations north of the Delta to promote the inclusion of return flows in the conservation equation Explore and determine strategies to overcome barriers to the SWRCB accepting return flows in the conservation equation Develop supporting materials to communicate messages (i.e. fact sheet/infographic, op eds) Brief stakeholders who can influence the SWRCB, including media Develop a white paper that demonstrates the costs/impacts of the drought (perhaps with business-focused partner or Biz Journal) Develop a research study that outlines what is a sustainable conservation target for this region for the long-term Identify local elected officials, business leaders, and other influencers willing to advocate for RWA’s position on this issue Work with CSUS and/or UCD to develop respected, third party support of regional water efficiency facts. 	<ul style="list-style-type: none"> Work Group (JP, Amy T, SB, Linda Yager and/or Tony Ferenzi, CK)
Regulatory Work Plan				
<p>Priority Issue: Ensure a Diverse, Resilient, and Reliable Water Supply</p>	<ul style="list-style-type: none"> U.S. Bureau of Reclamation DWR 	To be completed	To be completed	Work Group (SB, JP, MY, AF)

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<p>Priority Issue: Protect the Water Rights and Entitlements of RWA Member Agencies</p> <ul style="list-style-type: none"> Assure positive outcomes from any changes made to Folsom and CVP operations plans 	<ul style="list-style-type: none"> Water Forum 	<p>Modified FMS</p> <p>Reservoir operations</p>		
Business Development Work Plan				
<p>Priority Issues: Targets all Priority Issues</p> <p>Increase the positive recognition of RWA's expertise and stewardship</p>	<ul style="list-style-type: none"> <u>State</u> <ul style="list-style-type: none"> Local Legislators and their staff DWR SWRCB <u>Local</u> <ul style="list-style-type: none"> Elected officials Business leaders Others <ul style="list-style-type: none"> MWD Westlands 	<ul style="list-style-type: none"> Build RWA's reputation as a respected, trusted and recognized leader in California water solutions Demonstrate how local water agencies have been responsible stewards of local water resources over time and during drought Showcase this region's previous investments made to assure water supply reliability and drought resiliency Promote the region's success with groundwater management Promote this region's proactive response to the drought and stellar conservation efforts Achieve a better understanding of this region's water use efficiency Ask that RWA be informed/consulted on water legislation and water policy 	<ul style="list-style-type: none"> Develop/update/revise narratives and "binder" Create an inventory of RWA contacts and relationships Develop and prioritize specific list of target audiences (individuals and organizations) for outreach Publish articles and/or op-eds at least once a quarter advocating for RWA's positions and priorities (self-publish, if needed) Distribute an e-blast to influencers at least quarterly that recaps accomplishments/how RWA is influencing water issues/policy/legislation Host tours designed to demonstrate the region's accomplishments Re-brand RWA for 15th anniversary July 15, 2016. 	<ul style="list-style-type: none"> Work Group (JW, DB, CK, SB, JP)

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			<ul style="list-style-type: none"> ○ Develop a new Web site for RWA that highlights accomplishments, issues, advocacy and needs ○ Develop annual recap document that demonstrates program results ○ Frequent “Member Spotlight” pieces 	
<p>Further develop and establish new alliances with organizations with common interests</p>	<ul style="list-style-type: none"> ● Northern California Water Association ● Mountain Counties ● EBMUD ● ACWA ● CMUA ● San Diego ? ● Irvine Ranch ? ● SFPUC? 	<ul style="list-style-type: none"> ○ Expand RWA’s influence with other water organizations ○ Better understand common issues and areas of conflict with other organizations ○ Develop a better pathway to a relationship with SFPUC 	<ul style="list-style-type: none"> ○ Host a roundtable discussion at ACWA with other water organizations ○ Schedule routine policy meetings with key water organizations such as NCWA and EBMUD 	<p>Work Group (JW, JP, SB, DB)</p>