

**Priority Goals**

- Continue building RWA’s reputation as a respected, trusted and recognized leader in California water solutions
- Demonstrate how Sacramento-area water managers have been responsible stewards of local water resources over time and during drought
- Promote the region’s success with groundwater management, conservation and other accomplishments
- Demonstrate this region’s previous investments made to assure water supply reliability and drought resiliency
- Demonstrate how local actions support the California Water Action Plan
- Lay a foundation for further investment in the region’s water supply reliability (specifically key projects such as the Northern California Groundwater Bank, River Arc and Modified Flow Management Standard)

**Tentative Priority Issues**

- Enhanced Public Relations Campaign
- Long Term Water Efficiency Regulations/Legislation
- Water Supply Reliability
- Funding for Water Efficiency/Conservation
- Public Goods Charge
- Water Transfers
- Water Quality Control Plan Update
- SGMA Implementation
- Lead - Pending Regulatory Action
- Monitor Cal Water Fix

Target Audience/Goals	Activities	Timeframe	Lead Person(s) with Work Group Support
<p><b>State Legislators/Staff and Agencies</b></p> <ol style="list-style-type: none"> <li>1. Continue to strengthen relationships with local delegation</li> <li>2. Develop relationships with newly elected officials</li> <li>3. Expand influence outside Sacramento area</li> <li>4. Foster relationships with regulators</li> </ol>	<p>Pre-Session 1-on-1's with local delegation</p> <p>Host Luncheon with "Keynote Speaker" for local delegation (plus new non-local reps)</p> <p>Post-Election meetings with key new members/staff</p> <p>Water Quality Tour</p> <p>Spring Tour? (New members plus local delegation)</p> <p>Continue participating on Urban Advisory Group. Meet with SWRCB members as appropriate.</p>	<p>November - December</p> <p>January</p> <p>January-February</p> <p>November 15</p> <p>Spring recess</p> <p>Ongoing</p>	<p>Soyla/John/Dave</p> <p>Christine/Michelle</p> <p>Soyla/John</p> <p>Workgroup</p> <p>?</p> <p>John and Jim</p>
<p><b>Coalitions/Alliances (Water Orgs and Business Community)</b></p> <ol style="list-style-type: none"> <li>1. Build upon existing coalitions</li> <li>2. Establish new coalitions</li> <li>3. Develop relationships with BIA, Cal Chamber, CBPA, etc.</li> <li>4. Continue growth as recognized leaders and team players</li> </ol>	<p>MWD/So.Cal water agencies tour</p> <p>Meet with individual coalition partners <ul style="list-style-type: none"> <li>• Identify RWA lead for each partner agency/org</li> </ul> </p> <p>Meet with BIA, Cal Chamber Legislative staff</p> <p>Regular meetings with SACOG</p>	<p>October/November</p> <p>October – March</p> <p>October-March</p> <p>Quarterly</p>	<p>Jim/Christine/Michelle</p> <p>Various Depending on Agency/Organization</p> <p>John/Dave</p> <p>John/Dave</p>

Target Audience/Goals	Activities	Timeframe	Lead Person(s) with Work Group Support
<p><b>Media</b></p> <ol style="list-style-type: none"> <li>1. Expand media relations to outside Sacramento area</li> <li>2. Partner with credible third-party partners when possible to develop op-eds and letters</li> <li>3. Fund a public relations firm to assist improving the region's water efficiency image</li> </ol>	<p>Develop and prioritize a list of media outlets, reporters and bloggers throughout California to target for relationship building and for story/op-ed placement</p> <p>Develop a list of potential third-party experts to support and write about topics important to achieving RWA's goals. Work with experts to write and place op-eds in targeted media outlets</p> <p>Solicit and hire well regarded public relations professional(s)</p>	<p>October – December</p> <p>January – June</p> <p>On board by January 15th</p>	<p>Dave/Christine/Michelle</p> <p>John/Christine/Soyla</p>
<p><b>Local Officials</b></p> <ol style="list-style-type: none"> <li>1. Develop Pool of Local Elected Officials Who are Engaged in Water Issues and Willing to Support RWA's Positions</li> <li>2. Expand Support for RWA Advocacy efforts</li> </ol>	<p>Hosted Meetings with Local Officials and RWA</p> <p>Tour of our water system – potentially partner locals with those attending state tour to help cultivate those elected ties</p> <p>Develop and Distribute Annual Advocacy Report</p>	<p>January – March</p> <p>Spring</p> <p>November/December</p>	<p>John/Dave/Christine/Michelle</p> <p>Christine/Michelle/John/Dave</p> <p>Christine/Michelle/John</p>

**Other Activities:**

1. Produce 2016 Annual Report for November 2016 Board meeting. Distribute Annual Report broadly to local agencies and coalition partners.
2. Review RWA Adopted Advocacy Program and adopted positions. Make recommendations regarding modifications, if any, to the Board at November Board Mtg
3. Brief Boards of RWA Members to expand Lobbyist Subscription Program participation
4. Fill RWA Legislative/Regulatory Affairs Position
5. Develop 2017 Advocacy Priorities