

Tulare Lake Subbasin

Communication & Engagement Plan

Kings County, California

June 2018 – DRAFT

Prepared for:

Tulare Lake Subbasin Groundwater Sustainability Agencies

El Rico GSA • Mid-Kings River GSA •

South Fork Kings GSA • Southwest Kings GSA • Tri-County Water Authority GSA

Prepared by:

Provost & Pritchard Consulting Group

130 North Garden Street, Visalia, California 93291

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Report Prepared for:

Tulare Lake Subbasin Groundwater Sustainability Agencies

El Rico Groundwater Sustainability Agency

Jeof Wyrick, Chairman

101 W. Walnut Street, Pasadena, CA 91103

Telephone: (626) 583-3000

Email: jwyrick@igboswell.com

Mid-Kings River Groundwater Sustainability Agency

Dennis Mills, Secretary

200 North Campus Drive, Hanford, CA 93230

Telephone: (559) 584-6412

Email: kcwdh2o@sbcglobal.net

South Fork Kings Groundwater Sustainability Agency

Charlotte Gallock, Program Administrator

4886 East Jensen Avenue, Fresno, CA 93725

Telephone: (559) 242-6118

Email: charlotte@southforkkings.org

Southwest Kings Groundwater Sustainability Agency

Dale Melville, PE, Executive Director

286 W. Cromwell Avenue, Fresno, CA 93711

Telephone: (559) 449-2700

Email: dmelville@ppeng.com

Tri-County Water Authority

Deanna Jackson

944 Whitley Avenue, Suite D, Corcoran, CA 93212

Telephone: (559) 762-7240

Email: djackson@angiolawd.org

Report Prepared by:

Provost & Pritchard Consulting Group

Trilby Barton, Public Outreach Coordinator

Contact:

Telephone: (661) 616-5900

Email: tbarton@ppeng.com

Note: This Communication & Engagement Plan is a living document and will be updated as necessary throughout the GSP development, public review, and implementation phases.

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Abbreviations

AB.....	Assembly Bill
C&E	Communication & Engagement
DAC.....	Disadvantaged Community
DDW	Division of Drinking Water
DWR.....	Department of Water Resources
FKC.....	Friant-Kern Canal
GSA.....	Groundwater Sustainability Agency
GSP	Groundwater Sustainability Plan
ILRP.....	Irrigated Lands Regulatory Program
JPA	Joint Powers Authority
MCL.....	Maximum contaminant levels
MGD.....	Million gallons per day
PSA.....	Public service announcement
SB.....	Senate Bill
SDAC.....	Severely Disadvantaged Community
SGMA.....	Sustainable Groundwater Management Act
SWRCB.....	State Water Resources Control Board

Introduction

SGMA Overview

The Sustainable Groundwater Management Act (**SGMA**) is a combination of three bills signed by California Governor Jerry Brown in 2014: Assembly Bill (**AB**) 1739, Senate Bill (**SB**) 1168, and SB 1319. SGMA provides local agencies with the authority to manage groundwater basins in a sustainable manner. The legislation recognizes that groundwater is most effectively managed at the local level, and local agencies will need to achieve groundwater sustainability by 2040.

In SGMA, sustainable groundwater management is defined as management of groundwater supplies in a manner that can be maintained in planning and implementation phases without causing undesirable results. Undesirable results include significant and unreasonable chronic lowering of groundwater levels, reduction of groundwater storage, seawater intrusion, degraded water quality, land subsidence, and interconnected surface waters.

Implementation of SGMA and outreach requirements (**Figure 0-1**) are broken down into four phases:

- **Phase 1: GSA Formation and Coordination** – Phase 1 ranged from 2015 to 2017, and during this phase, local agencies created groundwater sustainability agencies (**GSA**). The responsibility of a GSA is to develop and implement a groundwater sustainability plan (**GSP**) that will consider all beneficial uses and groundwater users within the basin. GSAs were required to be formed by June 30, 2017.
- **Phase 2: GSP Preparation and Submission** – Phase 2 ranges from 2017 to 2020, and during this phase, GSAs must develop GSPs with measurable objectives and milestones that ensure basin sustainability. A basin may be managed by a single GSP or multiple-coordinated GSPs. The California Department of Water Resources (**DWR**) developed regulations for evaluating GSPs and alternatives to GSPs by June 1, 2016.
- **Phase 3: GSP Review and Evaluation** – Phase 3 will be held in 2019 and consists of a public review period. The public review period will be held 90 days prior to the adoption of the GSP. Once the GSP has been submitted to the DWR by January 31, 2020, DWR will hold another 60-day review and comment period for stakeholders.

Phase 4: Implementation and Reporting – Following the submission of the GSP in 2020, the Tulare Lake Subbasin GSAs will immediately begin the implementation of efforts described in the GSP to reach sustainability within the basin. This will be an ongoing phase, as the goal of SGMA is to reach sustainability as described in the GSP by 2040.

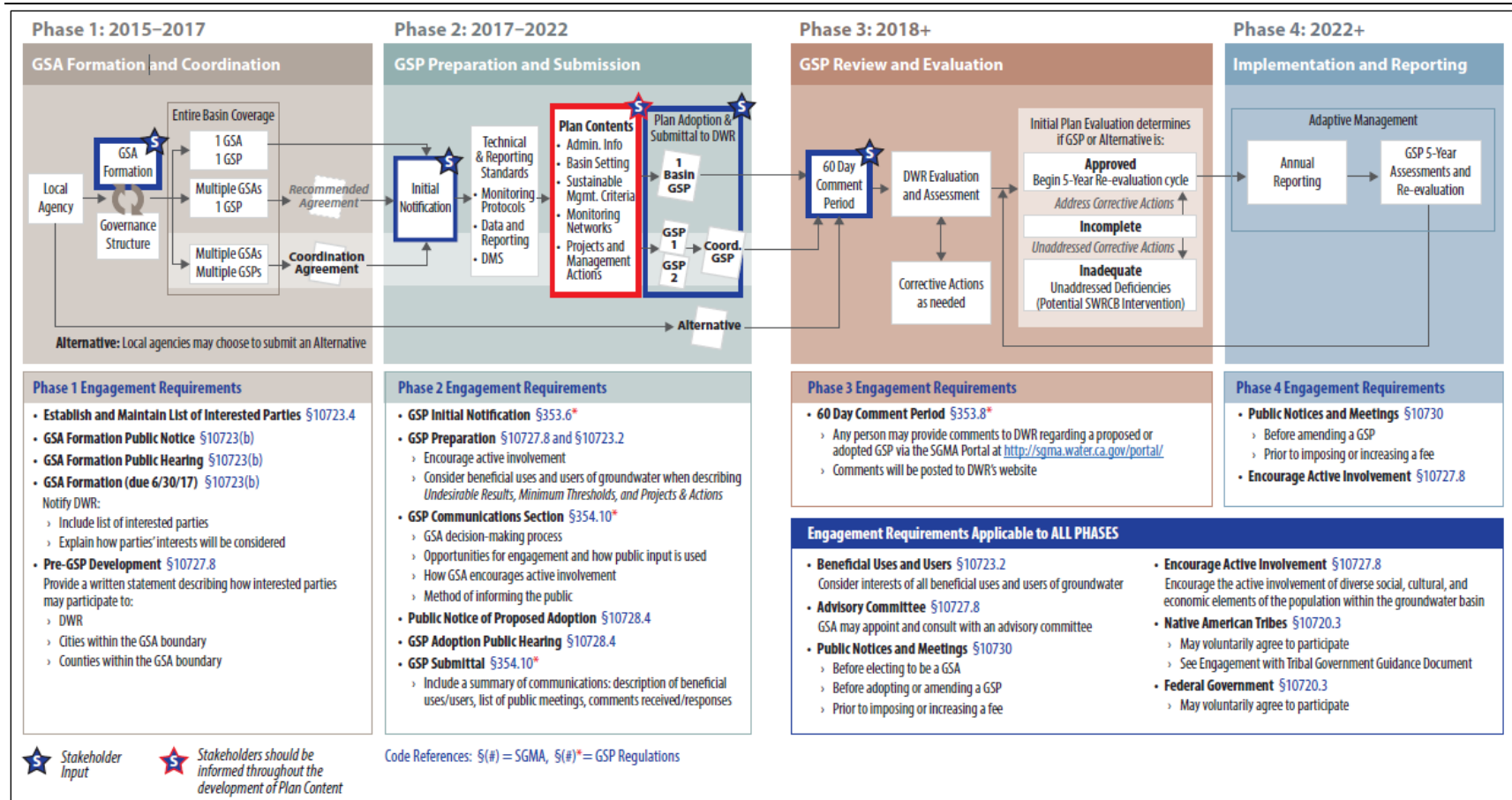
Communication & Engagement Plan

As required by SGMA, GSAs must consider the interests of all beneficial uses and users of groundwater and include them in the GSP development process. The GSAs within the Tulare Lake Subbasin have developed a joint Communication & Engagement (**C&E**) Plan to address how stakeholders within the individual GSA boundaries (and when collaboration is plausible at the subbasin-level) will be engaged through stakeholder education and opportunities for input and public review during the development and implementation of the GSP. This plan provides an overview of the Tulare Lake Subbasin GSAs, their stakeholders, and decision-making process; identifies opportunities for public engagement and discussion of how public input and responses will be used; describes how the Tulare Lake Subbasin GSAs encourage the active involvement of

diverse, social, cultural, and economic elements of the population within their individual boundaries and subbasin boundary; and the methods to be used to inform the public stakeholders about the progress of GSP development, public review and implementation.

As outlined by the DWR in the GSP Stakeholder Communication and Engagement Guidance Document, this Communication & Engagement Plan defines the Tulare Lake Subbasin GSAs' process for accomplishing the seven general steps in stakeholder communication and engagement:

- **Set Goals and Desired Outcomes** – Description of the situation at a high level with clear goals and objectives, identifying overriding concerns
- **Identify Stakeholders** – Development of a broad list of individuals, groups and organizations who need to be engaged in the process
- **Stakeholder Survey and Mapping** – Conducting a stakeholder survey to develop a “Lay of the Land” overview
- **Messages and Talking Points** – Definition of the key messages needed to effectively convey to the various subbasin stakeholders
- **Venues for Engaging** – Identification of opportunities (venues and methods) to engage stakeholders
- **Implementation Timeline** – Creation of a timeline to inform the process and highlight when to engage with stakeholders
- **Evaluation and Assessment** – Definition of a process to evaluate if communication and engagement goals are being met at the individual GSA level and through collaborative subbasin efforts



Source: GSP Stakeholder Communication and Engagement Guidance Document, California Department of Water Resources, June 2017

Figure 0-1. Stakeholder Engagement Requirements by Phase

I. Goals and Desired Outcomes

This section of the Communication & Engagement Plan provides a description of the Tulare Lake Subbasin and the individual GSAs, defines the goals of how to address the challenges, regulatory requirements and opportunities, and how to reach the desired outcomes of communication efforts.

A. Description and Background of the Tulare Lake Subbasin

SGMA requires all high- and medium-priority groundwater basins, as designated by the DWR Bulletin 118, to be managed by a GSA or multiple GSAs. The Tulare Lake Subbasin (part of the San Joaquin Valley Groundwater Basin 5-22.12) is a high-priority basin in critical groundwater overdraft and consists of five GSAs (listed in **Table I-1**). The Tulare Lake Subbasin is almost entirely within the County of Kings, although a very small portion extends into Tulare County in the far south of the subbasin (**Figure I-1**).

Table I-1. GSAs in the Tulare Lake Sub-basin

GSA	GSA Member Agencies	
El Rico GSA	Alpaugh Irrigation District City of Corcoran Corcoran Irrigation District County of Kings Lovelace Reclamation District No. 739	Melga Water District Salyer Water District Tulare Lake Basin Water Storage District Tulare Lake Drainage District
Mid-Kings River GSA	Kings County Water District City of Hanford	County of Kings
South Fork Kings GSA	City of Lemoore Empire West Side Irrigation District Stratford Irrigation District	Stratford Public Utility District County of Kings
Southwest Kings GSA	Dudley Ridge Water District Tulare Lake Reclamation District No. 761 Tulare Lake Basin Water Storage District	Kettleman City Community Services District County of Kings
Tri-County Water Authority GSA	Angiola Water District County of Kings	Deer Creek Storm Water District

Under SGMA, the Tulare Lake Subbasin GSAs are responsible for submitting a GSP to the DWR by January 31, 2020. The five GSAs are committed to working collaboratively to jointly manage groundwater and develop a single GSP for the Tulare Lake Subbasin. Representatives from these agencies meet on a monthly basis for the purpose of developing a cooperative, comprehensive basin-wide plan that meets the requirements of SGMA and reaches the overall goal of groundwater sustainability by 2040.

Throughout the SGMA phases, the Tulare Lake Subbasin GSAs' Boards of Directors and technical teams will be responsible for collecting and organizing data, engaging and retaining experts and consultants, and soliciting feedback from beneficial users of groundwater and interested parties within the GSA boundary. The specific roles of the Boards of Directors and any GSA committees are described in **Section II.A**.

I.A.1 Subbasin Industries and DACs

I.A.1.1 Industries

Collaboration meetings will be held with the companies and organizations within the following industries to make sure their organizational visions and groundwater needs for facility operations are taken into consideration during GSP development and implementation phases. While an overview of the main industries within the Tulare Lake Subbasin are described below, the industries specific to each GSA are described in **Section I.B.**

I.A.1.1.1 Agriculture

Agriculture is one of the top three industries in Kings County. According to the 2017 Kings County Agricultural Crop Report published by the Kings County Ag Commissioner's office, the county is the tenth largest agriculture production county in California and grossed over \$2 billion in 2017. With over 818,000 acres of farmland, the top commodities produced in Kings County are milk, cotton, cattle, nuts (almonds, pistachios and walnuts), tomatoes, silage corn, grapes, and stone fruit. As one of the primary industries, agriculture is the largest private employer in the county.

Because of the significant presence of agriculture production within the Tulare Lake Subbasin, agriculture industry stakeholders need to be involved and informed during the development and public review phases of the GSP. Implementation will have a significant direct on the industry, and ultimately the local, state and national economies. The Tulare Lake Subbasin GSAs will engage with agriculture stakeholders routinely on an individual GSA-basis, and collaboratively at a subbasin level.

I.A.1.1.2 Food Processing

Kings County is a home to multiple food processors. Four of the top employers within the county are food processing facilities, accounting for over 4,000 jobs for the local workforce. Within the South Fork Kings GSA, Leprino Foods, alone, is responsible for 40 percent of water usage and provides just over 1,000 jobs. Because of their direct tie to the agricultural industry and reliance on groundwater supplies, to operate their facilities, food processors shall be included in the groundwater sustainability management within the subbasin boundary. The Tulare Lake Subbasin GSAs will meet with the food processing companies within their GSA boundaries on an individual basis for direct input and feedback during the GSP development, public review and implementation phases.

I.A.1.1.3 Oil Production

Oil production is a main industry in certain areas of Kings County and the Tulare Lake Subbasin, primarily within in the Kettleman City area. Oil was discovered in the Kettleman Hills in 1928 at the Kettleman North Dome Oil Field. This oil field became one of the most productive oil fields in the United States in the early 1930s. Within this region, oil and agricultural production share the land surface, and will continue with joint usage of well drilling rigs and agricultural production activities such as grazing. The oil industry is considered a beneficial user of groundwater, and Tulare Lake Subbasin GSAs will meet with the oil companies within their GSA boundaries on an individual basis for direct input and feedback during the GSP development, public review and implementation phases.

I.A.1.2 DACs

Communication and educational outreach efforts with disadvantaged communities (**DAC**) and severely disadvantaged communities (**SDAC**) is needed for the development and implementation of the Tulare Lake Subbasin's GSP according to the Department of Water Resources' Best Management Practices. Information that will be used to communicate to and engage the DACs in the GSP process, will include an explanation of SGMA and soliciting feedback. A composite listing of the DACs and SDACs, along with their populations

Section I: Goals and Desired Outcomes

Tulare Lake Subbasin Communication & Engagement Plan

and number of water connections, within the GSA boundary are listed in **Table I-2** and shown by GSA in **Figure I-4, Figure I-7, Figure I-10** and **Figure I-13**.

By including DACs and SDACs in communication efforts during the development, public review and implementation phases of the GSP, residents will be more likely to participate and provide feedback that could be crucial to long-term solutions for groundwater sustainability within their communities. Any feedback received from DAC/SDAC residents will be reviewed and evaluated by the Tulare Lake Subbasin GSAs during the GSP development phase.

Table I-2. Disadvantaged Communities within the Tulare Lake Subbasin

Community	Population	Connections	No. of Wells	DAC/SDAC	GSA
Corcoran	24,154	3,161	20	SDAC	El Rico GSA
Armona	3,239	1,312	7	SDAC	Mid-Kings River GSA
Hardwick	450	7	1	SDAC	Mid-Kings River GSA
Hamblin	80	39	1	SDAC	Mid-Kings River GSA
Home Garden	1,750	490	7	SDAC	Mid-Kings River GSA
Halls Corner					South Fork Kings GSA
El Dorado Mobile Park	400	108	4	SDAC	South Fork Kings GSA
Lemoore Mobile Home Park	180	82	1		South Fork Kings GSA
Stratford	1,301	366	6	SDAC	South Fork Kings GSA
Kettleman City	1,499	353	5	SDAC	Southwest Kings GSA

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Tulare Lake Subbasin Communication & Engagement Plan

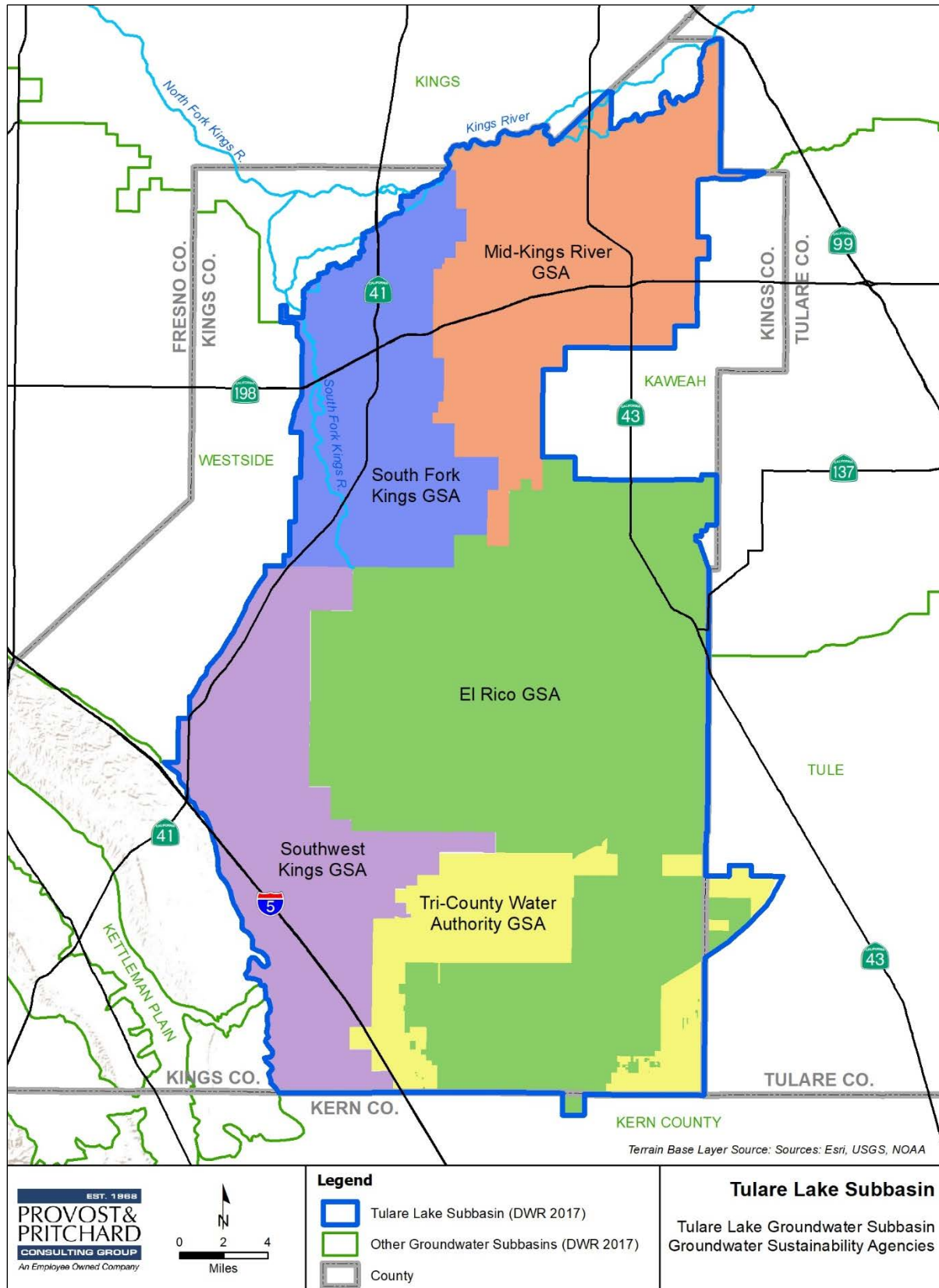


Figure I-1. Tulare Lake Subbasin Boundary & Groundwater Sustainability Agencies

B. Description of the GSAs & Their Boundaries

I.B.1 El Rico GSA

El Rico GSA formed a joint powers agreement on January 24, 2017 between Alpaugh Irrigation District, City of Corcoran, Corcoran Irrigation District, County of Kings, Lovelace Reclamation District No. 739, Melga Water District, Salyer Water District, Tulare Lake Basin Water Storage District, and Tulare Lake Drainage District (**Figure I-3**). The GSA boundary stretches the eastern portion of the Kings County border (**Figure I-2**).

On February 12, 2018, the board of directors authorized the merger of the Alpaugh Irrigation District GSA into the El Rico GSA. Because the Alpaugh Irrigation District was part of the original joint powers agreement with El Rico GSA, boundary changes were not needed.

The El Rico GSA was formed to provide the member agencies with the ability to:

- Cooperatively carry out the purposes of SGMA
- Develop, adopt and implement a legally sufficient GSP covering the portions of the Tulare Lake Subbasin within the GSA's boundary
- Satisfy the requirements of SGMA for coordination amongst the other subbasin GSAs

I.B.1.1 GSA Industry

The primary industry within the El Rico GSA is agriculture.

Section I: Goals and Desired Outcomes

Tulare Lake Subbasin Communication & Engagement Plan

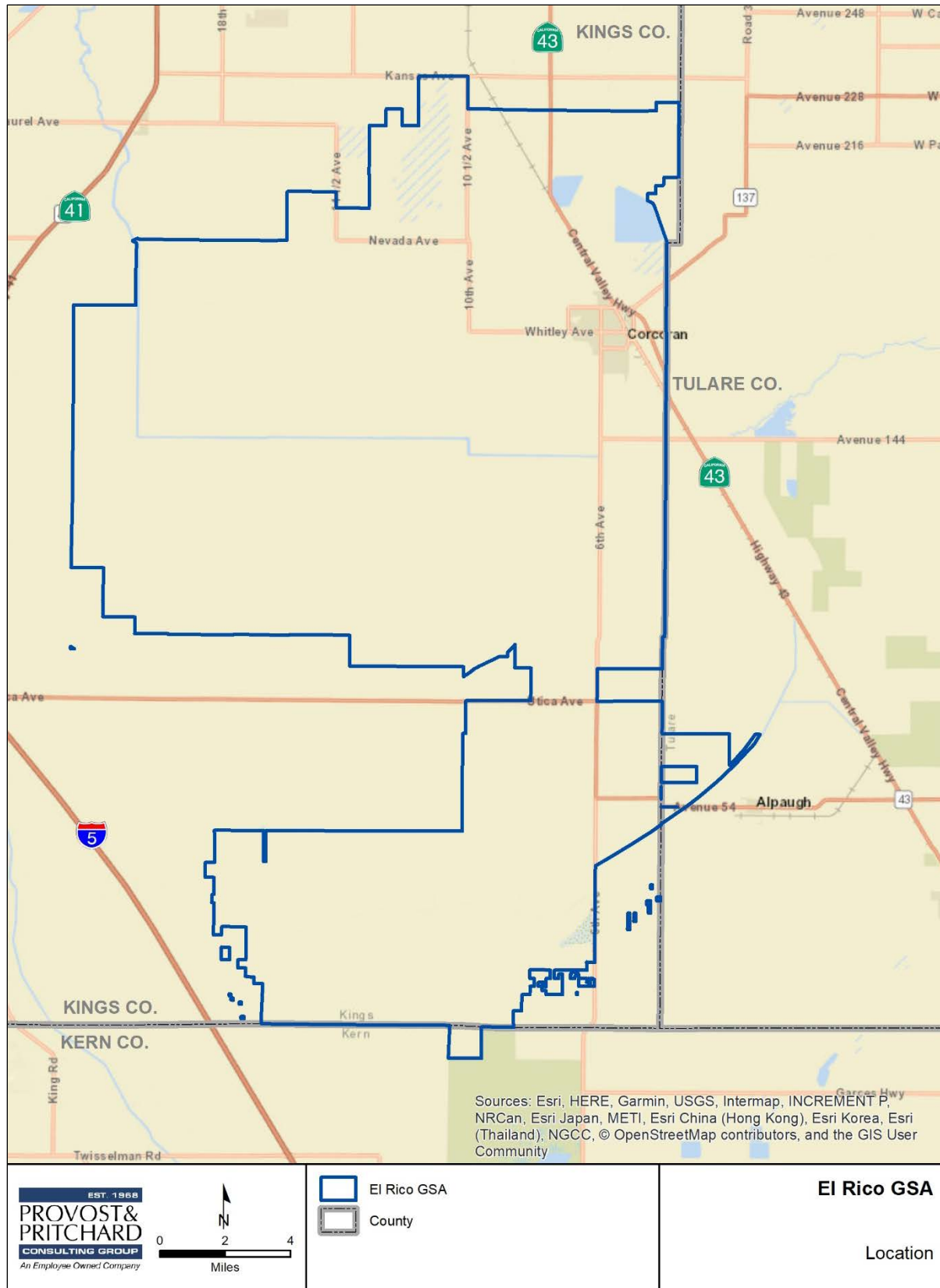


Figure I-2. El Rico GSA Boundary

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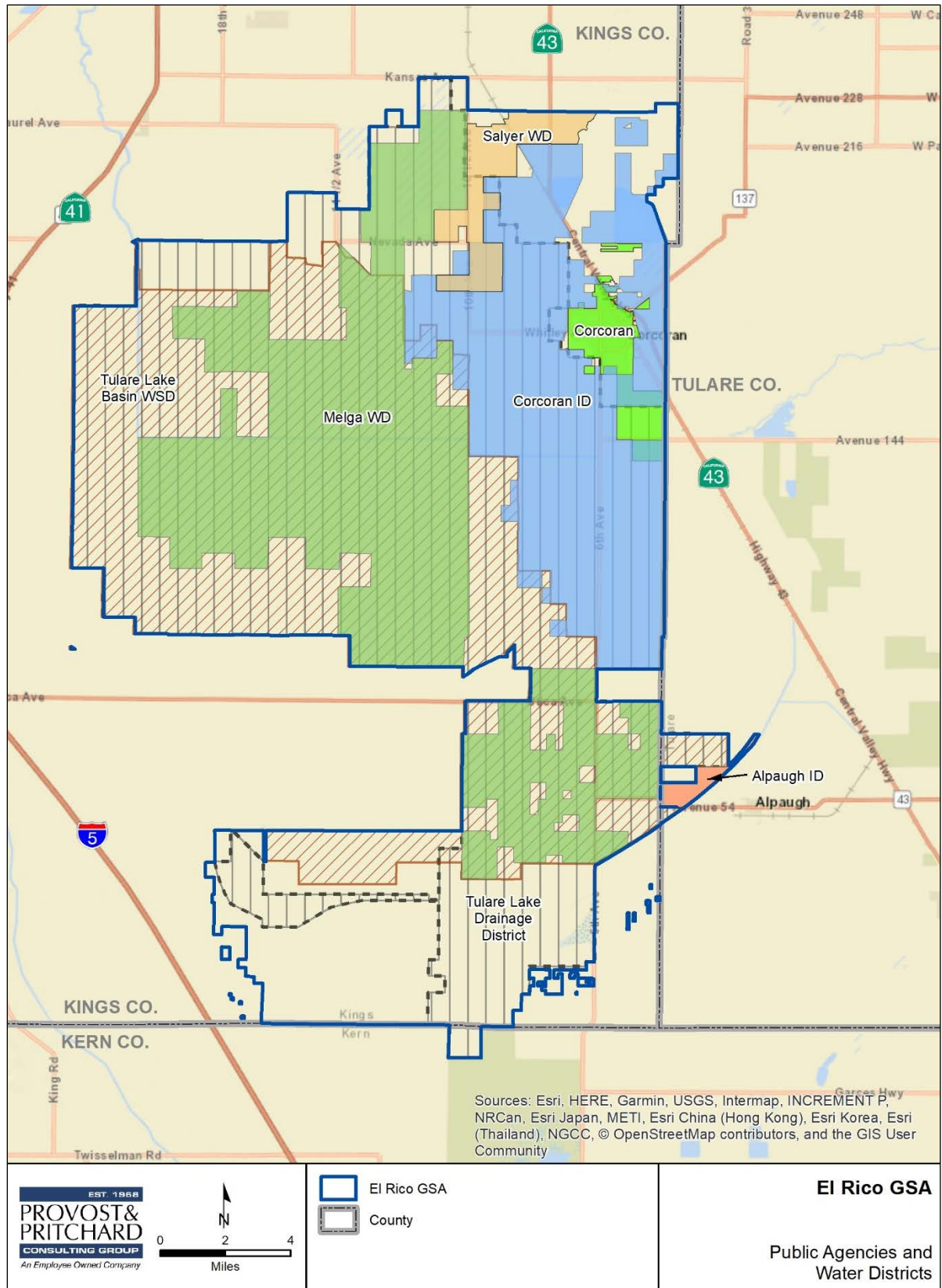


Figure I-3. El Rico GSA Public Agencies and Water Districts

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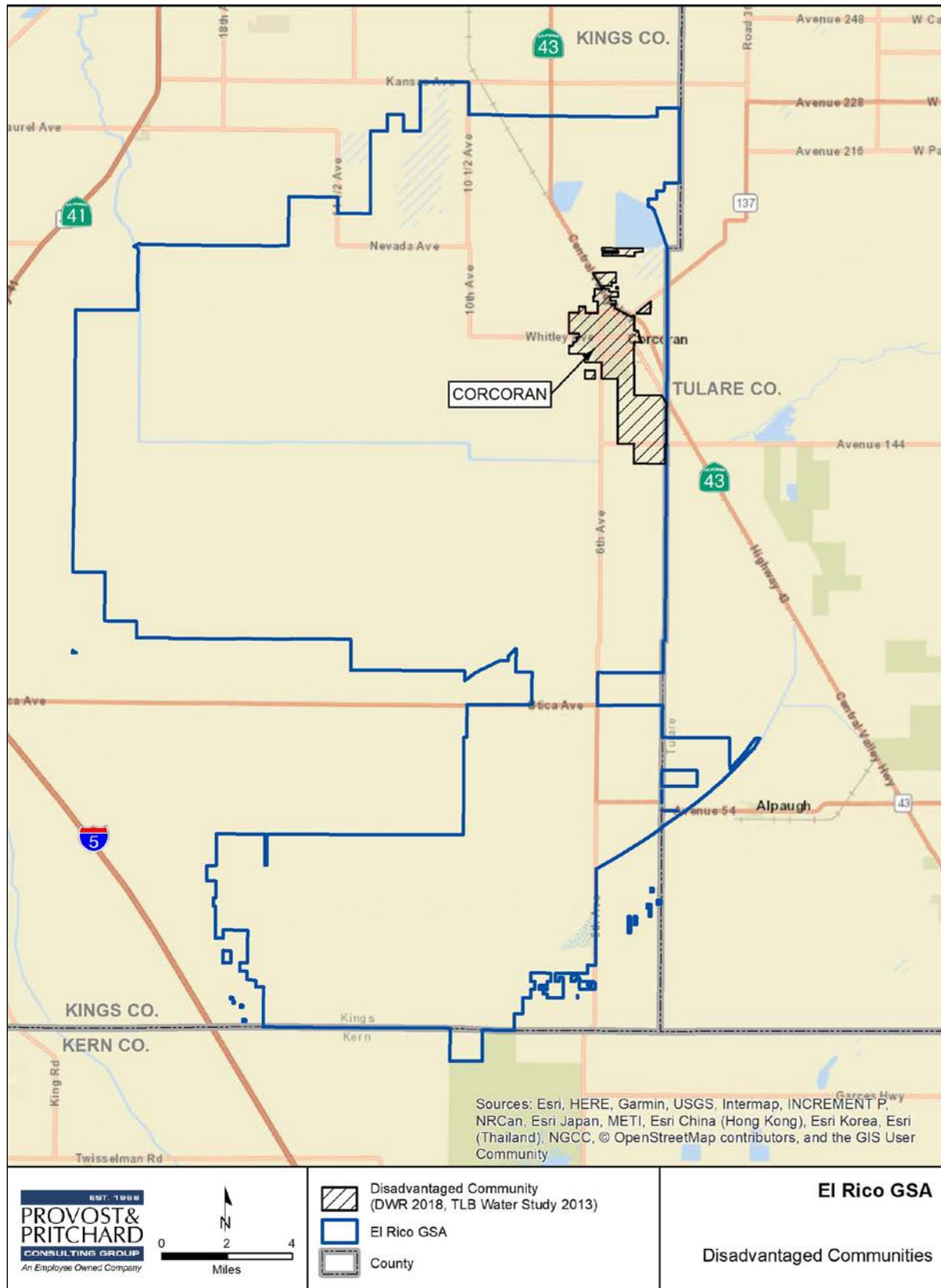


Figure I-4. Disadvantaged Communities within El Rico GSA

I.B.2 Mid-Kings River GSA

The Mid-Kings River GSA is one of five GSAs within the Tulare Lake Subbasin, located within the central area of the Kings County (**Figure I-5**). The GSA was formed on November 22, 2016 as a joint powers authority between the Kings County Water District, City of Hanford and County of Kings (**Figure I-6**) to represent the interests of beneficial users of groundwater in the GSA's jurisdictional boundary within the Tulare Lake Subbasin and overseeing compliance with SGMA requirements.

The GSA is working with stakeholders within the GSA boundary to collect and organize historical data, solicit feedback related to the specific interests of beneficial users of groundwater, and develop a GSP that addresses the needs and concerns while moving toward the ultimate goal of achieving groundwater sustainability. The Mid-Kings River GSA is also working collaboratively with other GSAs within the subbasin to jointly manage groundwater and develop a subbasin-level GSP.

I.B.2.1 GSA Industry

The primary industries within the Mid-Kings River GSA is agriculture, food processing, and municipal.

Section I: Goals and Desired Outcomes

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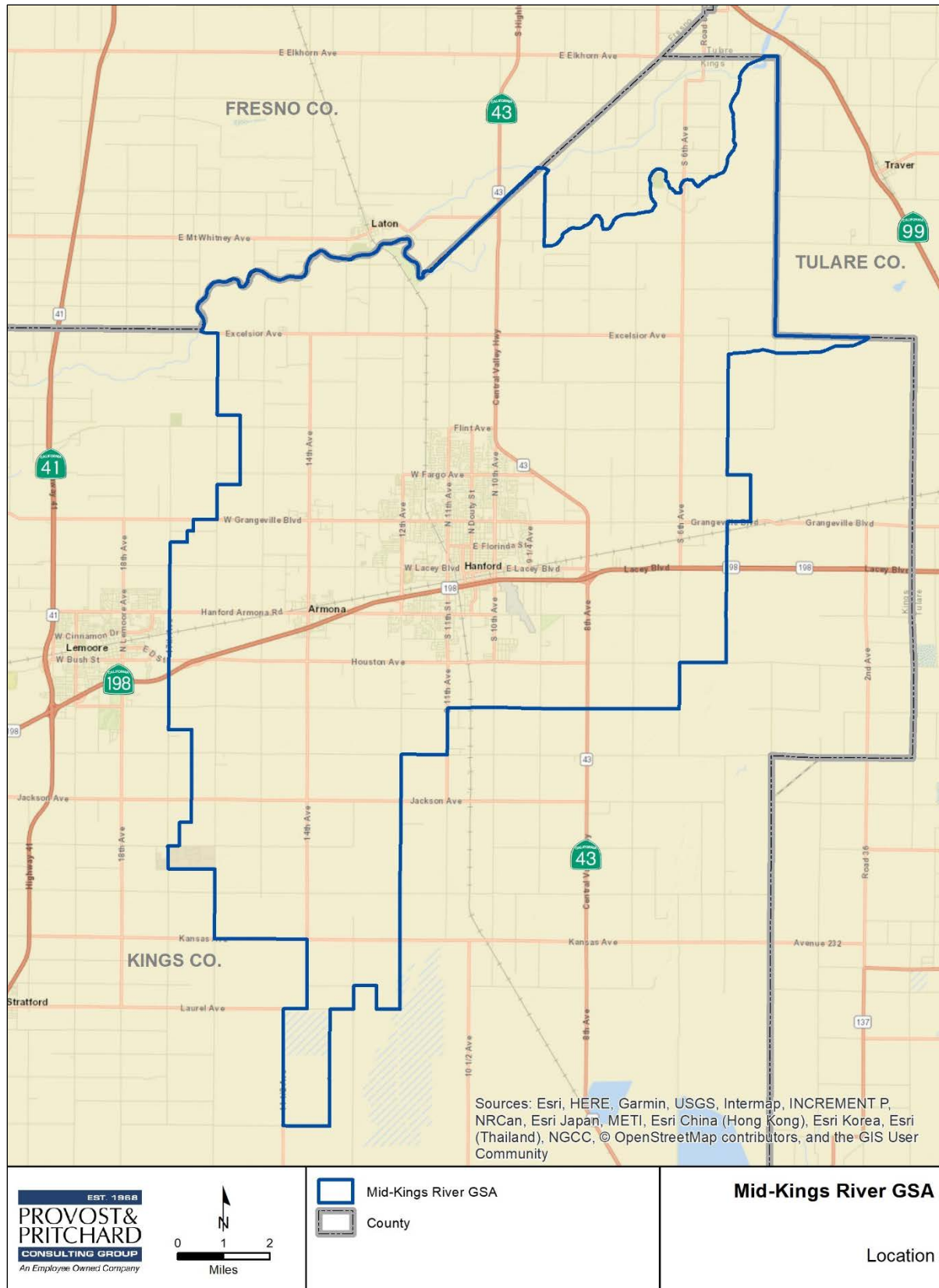


Figure I-5. Mid-Kings River GSA Boundary

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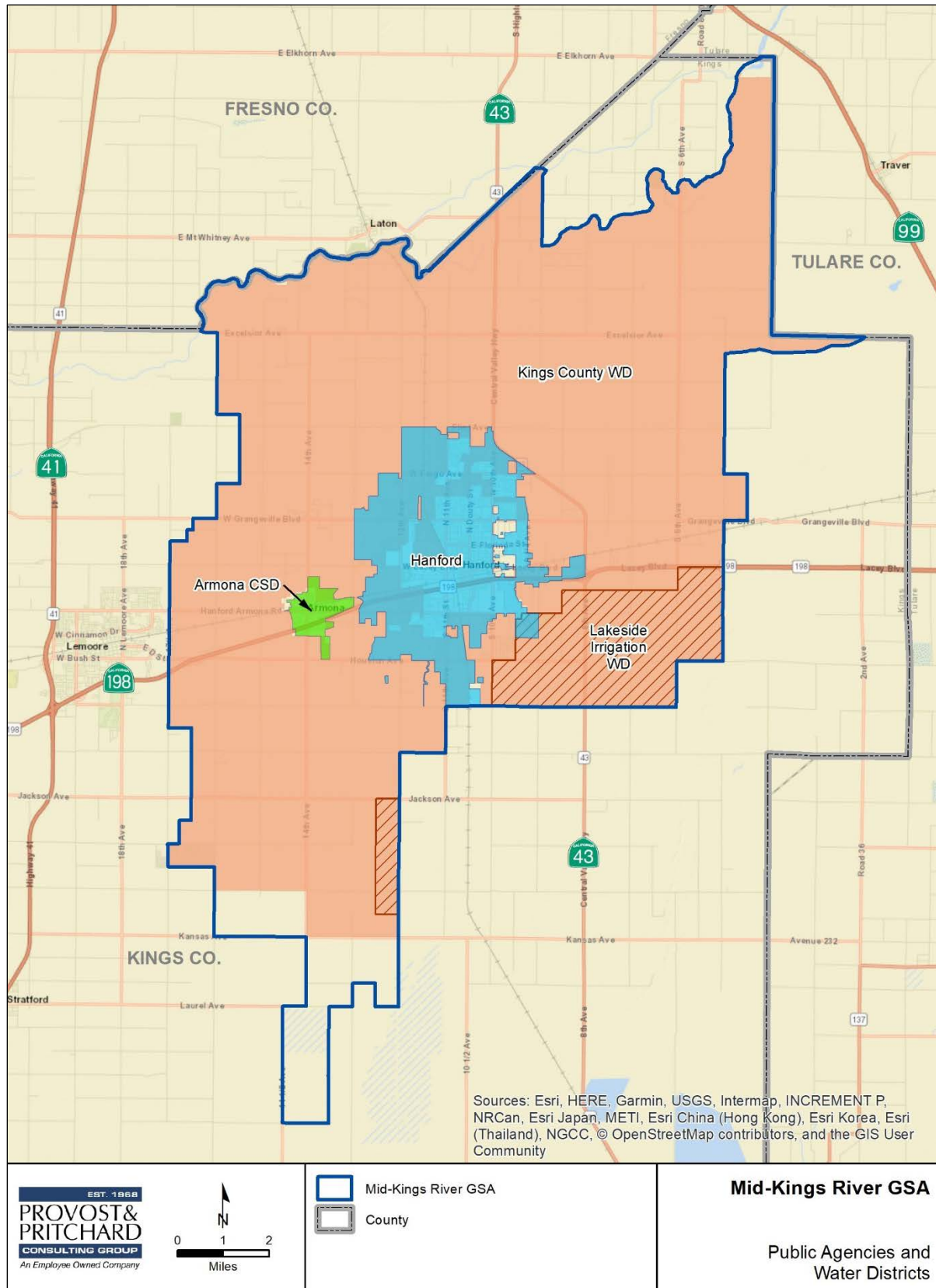


Figure I-6. Mid-Kings River GSA Public Agencies and Water Districts

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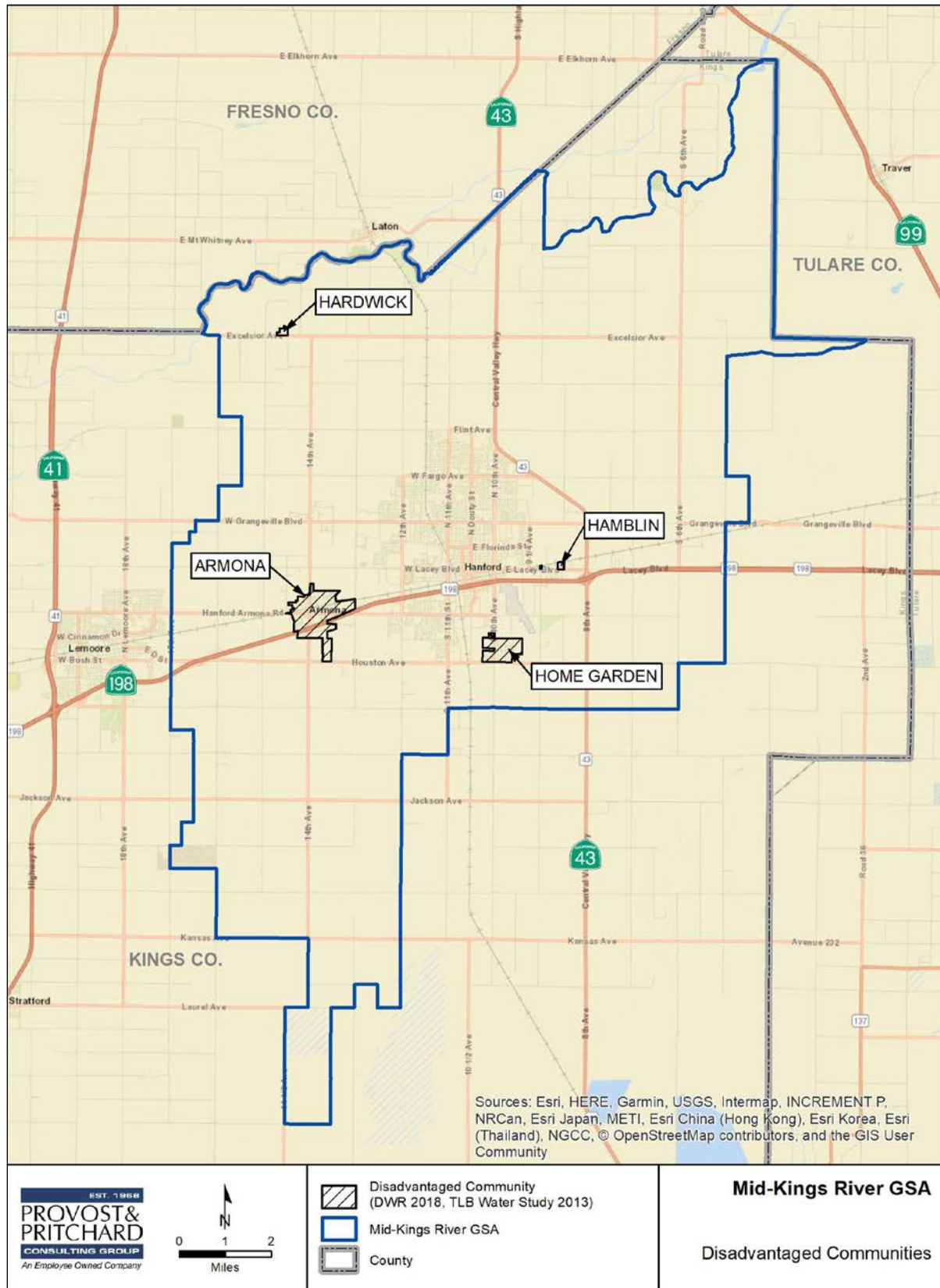


Figure I-7. Disadvantaged Communities within Mid-Kings River GSA

I.B.3 South Fork Kings GSA

The South Fork Kings GSA formed on February 7, 2017 as a joint powers authority that covers the western portion of the Tulare Lake Subbasin (**Figure I-8**), and consists of the City of Lemoore, Empire West Side Irrigation District, Stratford Irrigation District, Stratford Public Utilities District and the County of Kings (**Figure I-9**).

South Fork Kings GSA Board of Directors have the authority to:

- Collect and organize data
- Engage and retain experts and consultants
- Solicit feedback from stakeholders within the portion of the GSA boundary
- Work cooperatively with other GSAs in the subbasin to develop a GSP

I.B.3.1 GSA Industry

The primary industries within the South Fork Kings GSA is almost entirely agriculture.

Section I: Goals and Desired Outcomes

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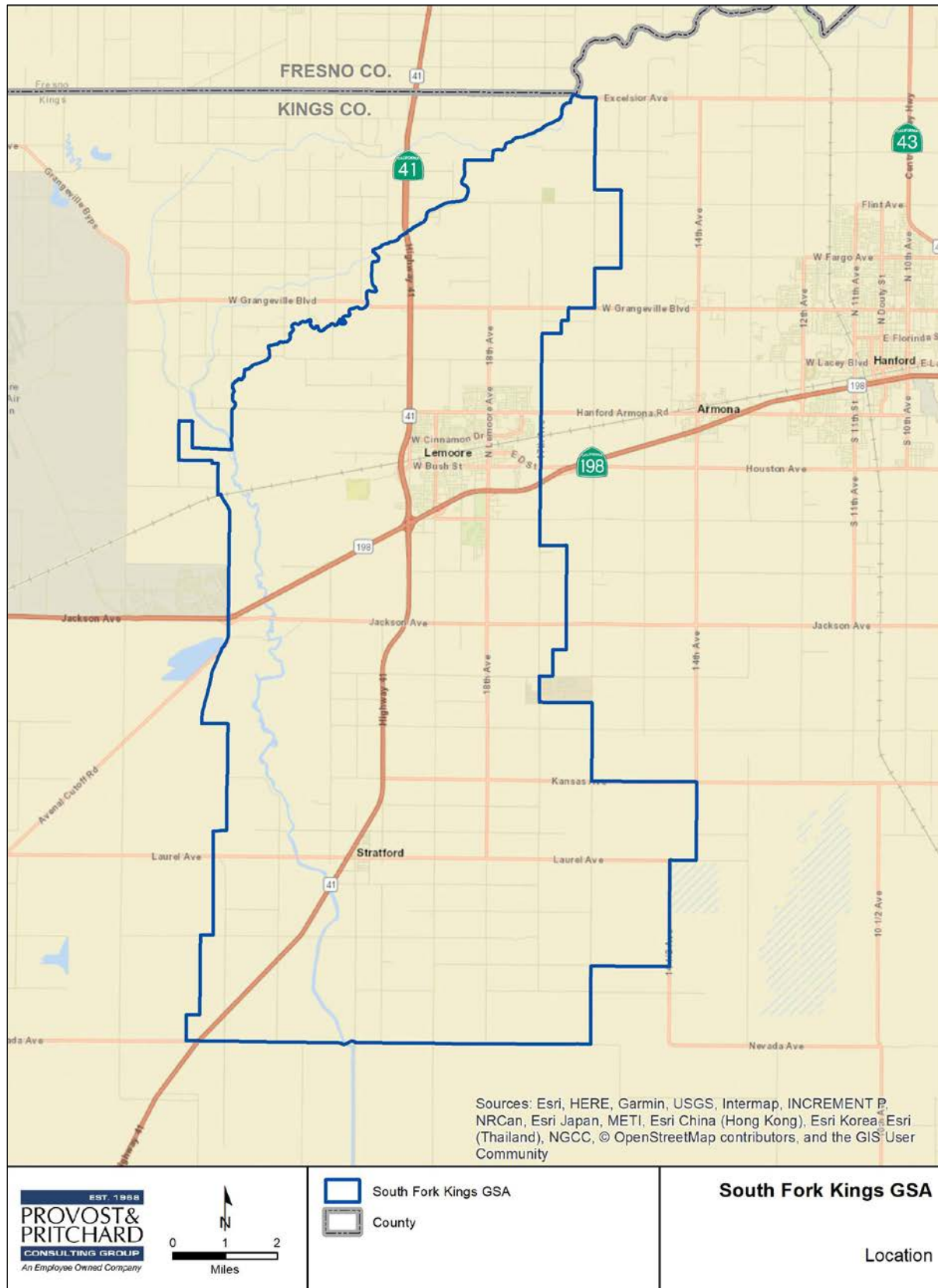


Figure I-8. South Fork Kings GSA Boundary

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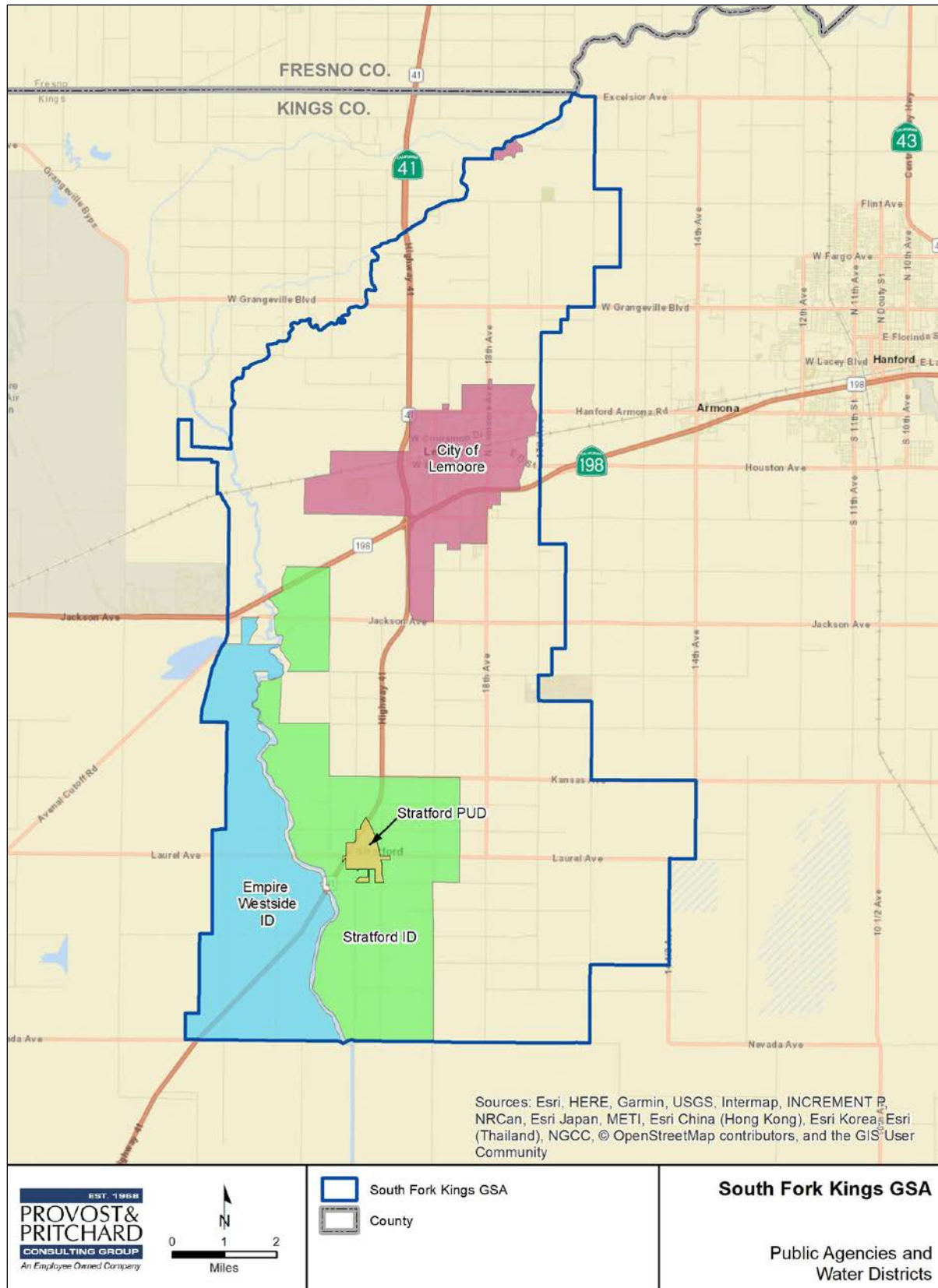


Figure I-9. South Fork Kings GSA Public Agencies and Water Districts

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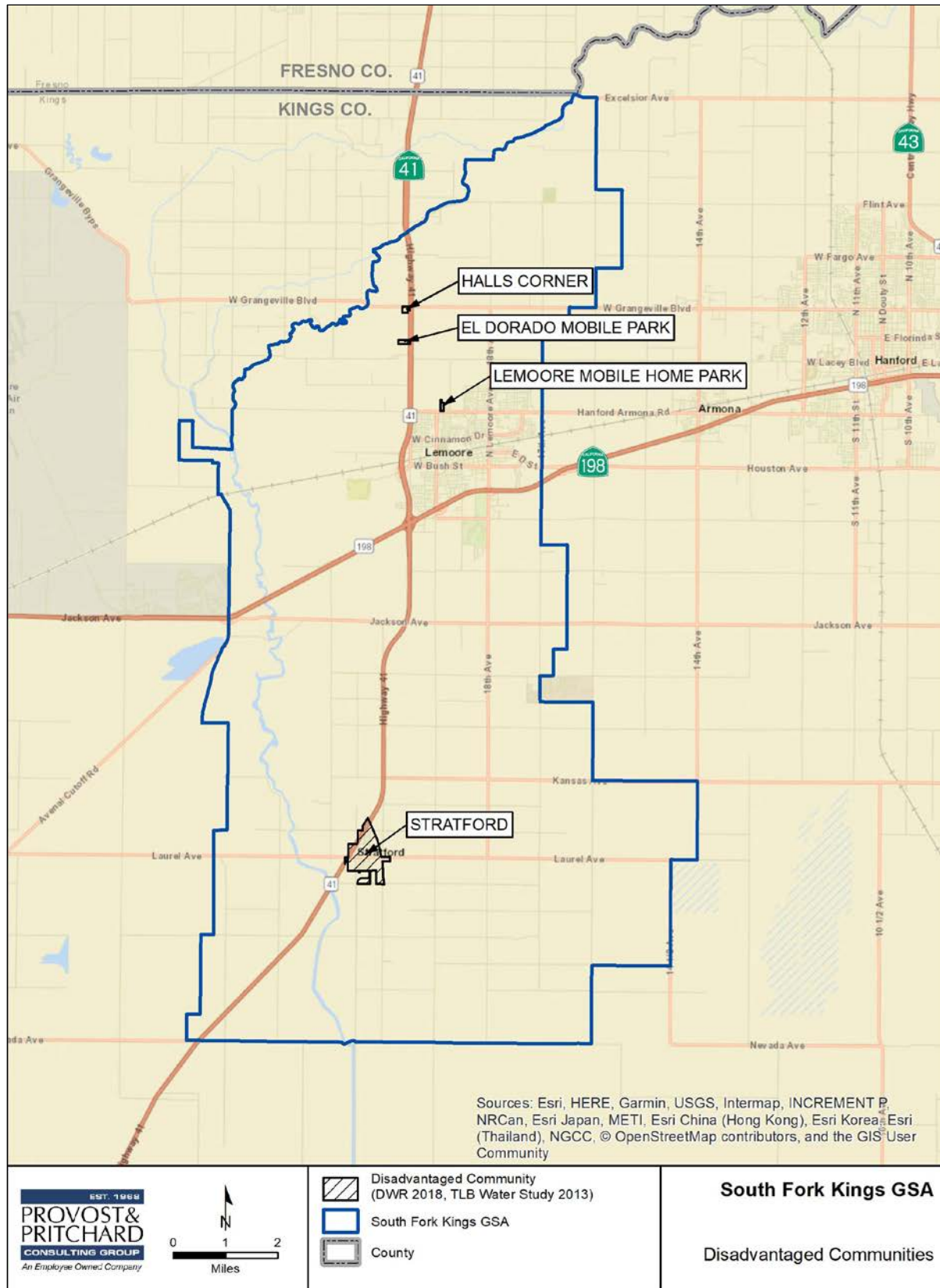


Figure I-10. Disadvantaged Communities within South Fork Kings GSA

I.B.4 Southwest Kings GSA

The Southwest Kings GSA was formed as a joint powers authority on January 10, 2017 and overlies the southwestern area of Tulare Lake Subbasin (**Figure I-11**). Member agencies include Dudley Ridge Water District, Tulare Lake Reclamation District No. 761, Kettleman City Community Services District, Tulare Lake Basin Water Storage District and County of Kings (**Figure I-12**).

Due to the poor yield and poor quality of the groundwater within the Southwest Kings GSA, only a minimal quantity of groundwater is pumped within the GSA and sustaining groundwater levels, water quality, and subsidence at current levels is already being attained. With the passage of SGMA in 2014, the Southwest Kings GSA and its Board of Directors are participating in the implementation of the SGMA regulations and working to protect the interests of landowners within the SWKGSA boundaries. The SWKGSA is taking an active role in helping its landowners understand and comply with these new regulations as they are put into place.

The responsibilities of the GSA include:

- Collecting information relating to the Tulare Lake Subbasin, including the amount of groundwater extracted, applied to land, recharged, and the sustainability of the subbasin
- Developing, adopting and implementing a GSP within the Tulare Lake Subbasin for the sustainable management of groundwater in accordance with requirements and to achieve the sustainability goals outline in SGMA
- Involving the public and local stakeholders through outreach and engagement in developing and implementing a GSP
- Coordinating and cooperating to achieve subbasin groundwater sustainability

I.B.4.1 GSA Industry

The primary industries within the Southwest Kings GSA are agriculture (**Section I.A.1.1.1**), oil production (**Section I.A.1.1.3**) and commercial usage specific to Kettleman City. According to the Kettleman City Community Plan, the commercial economy is based on highway and industrial trucking operations. The community is a main stopping point for food and gasoline along State Highway 41 and Interstate 5.

Section I: Goals and Desired Outcomes

Tulare Lake Subbasin Communication & Engagement Plan

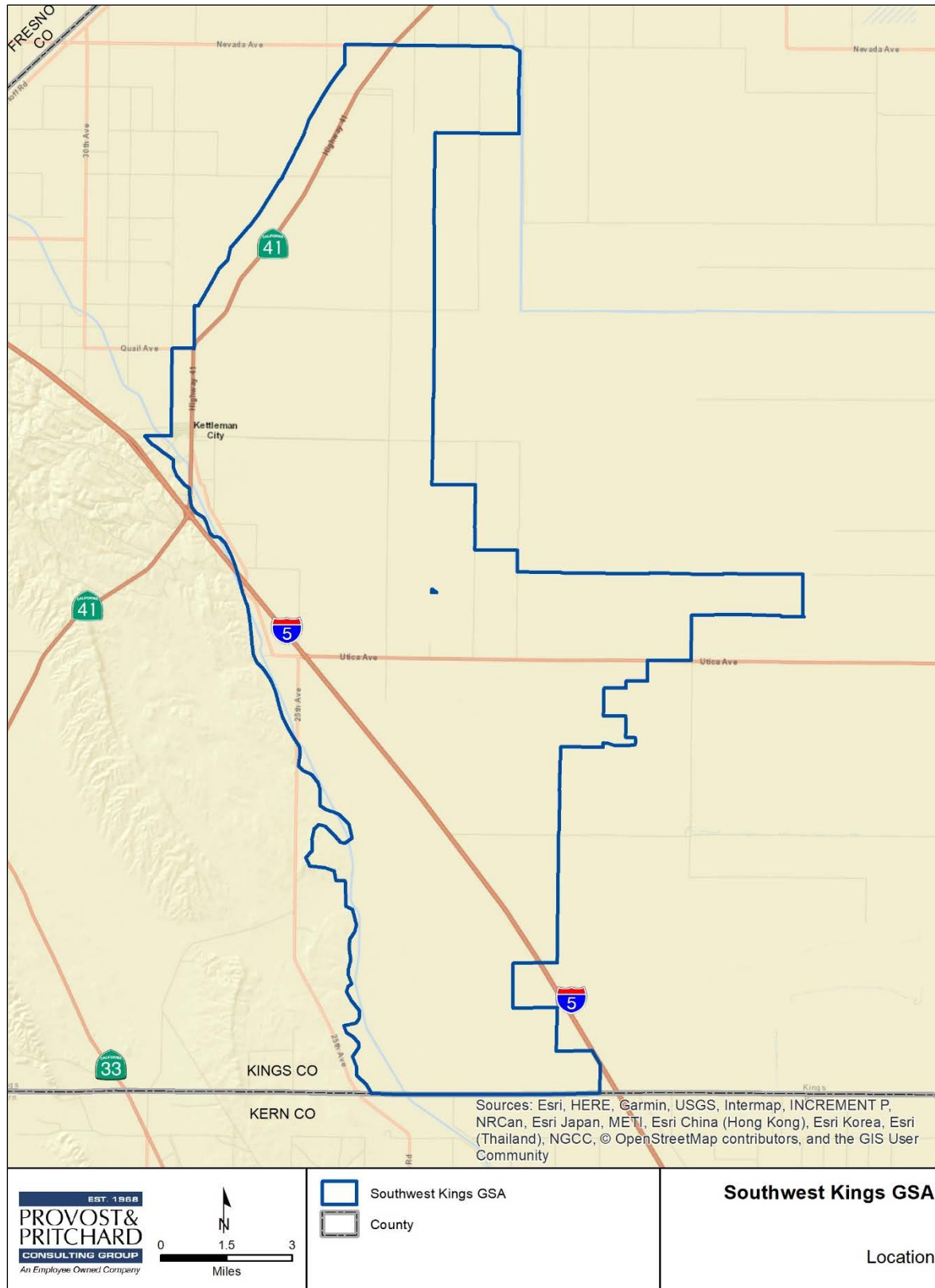


Figure I-11. Southwest Kings GSA Boundary

Section I: Goals and Desired Outcomes

Tulare Lake Subbasin Communication & Engagement Plan

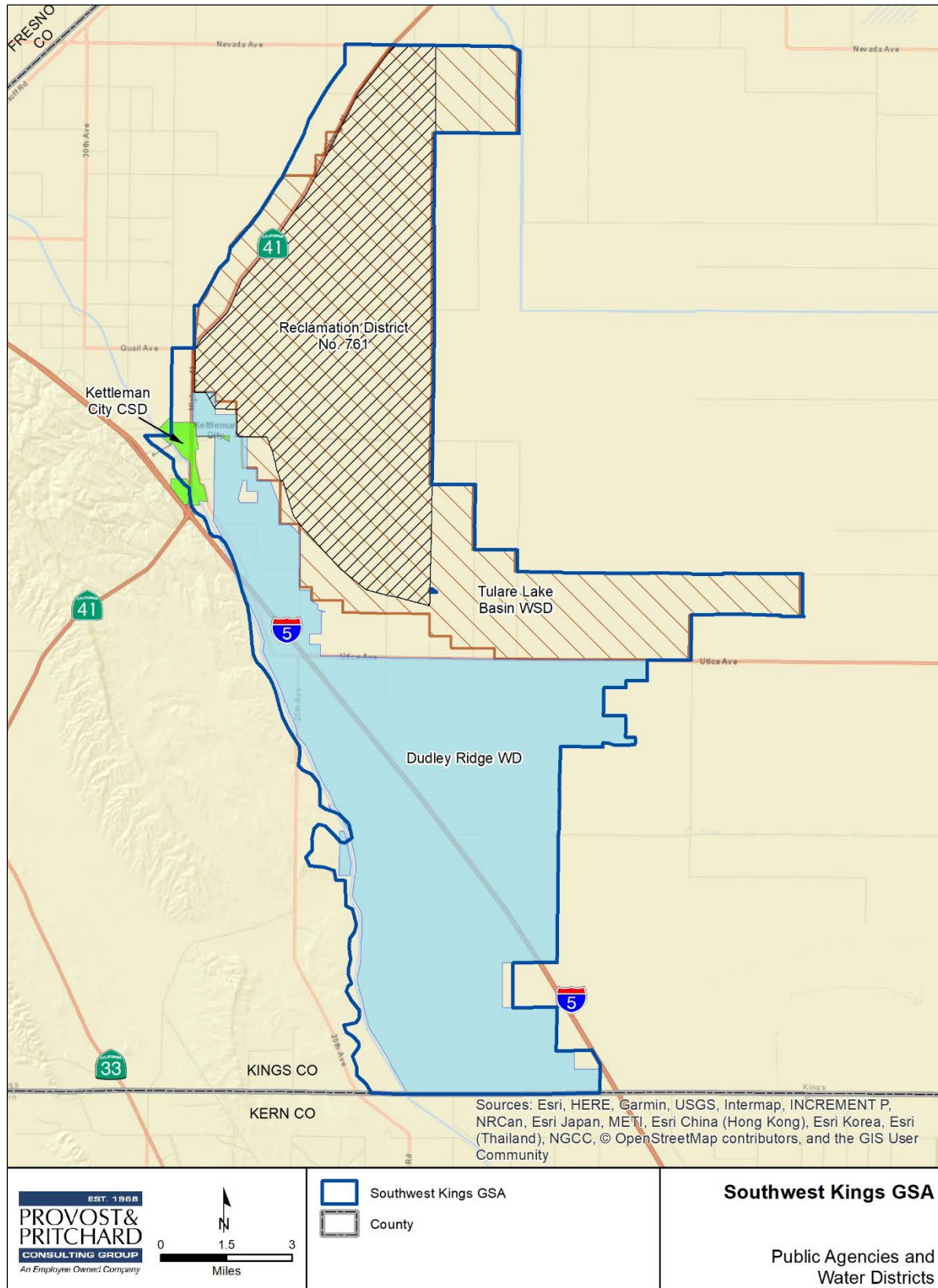


Figure I-12. Southwest Kings GSA Public Agencies and Water Districts

Section I: Goals and Desired Outcomes

Tulare Lake Subbasin Communication & Engagement Plan

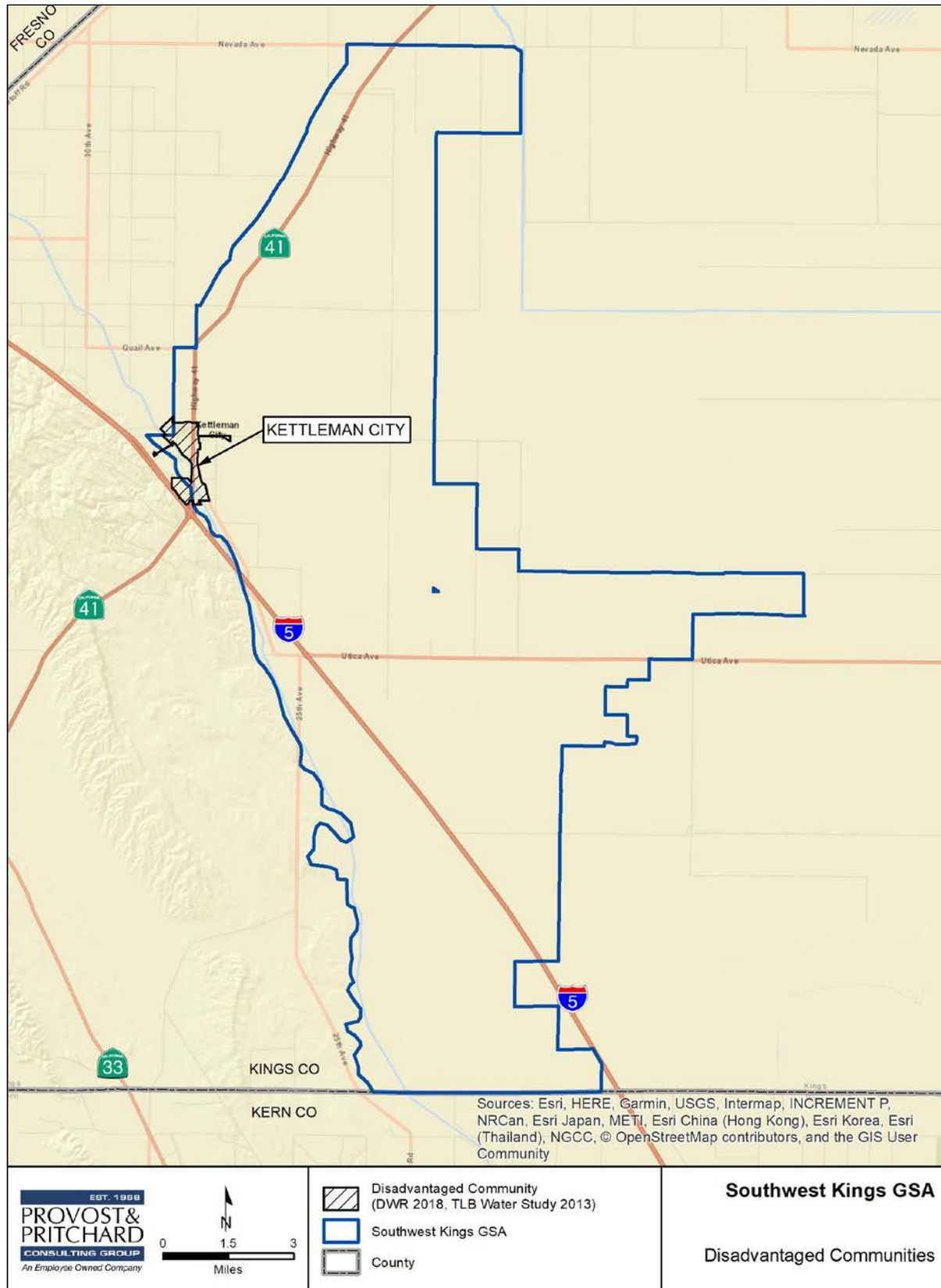


Figure I-13. Disadvantaged Communities within Southwest Kings GSA

I.B.5 Tri-County Water Authority GSA

Tri-County Water Authority is a joint powers authority established on January 1, 2017 and created between local agencies cooperatively working towards groundwater sustainability by establishing a GSA and collaboratively developing a GSP used to manage groundwater in the Tulare Lake Hydrologic Region to accomplish measurable goals and prevent unreasonable harm to the basins in its service boundaries. The GSA's boundary stretches the southwest and southeastern corner of Kings County (**Figure I-14**) within the Tulare Lake Subbasin.

The local agencies comprising the Tri-County Water Authority GSA are: Angiola Water District, Deer Creek Storm Water District and the County of Kings (**Figure I-15**). The Tri-County Water Authority was formed prior to the enactment of SGMA but restated to implement its purpose to include the County as a non-voting member to cover landowners within the white areas of the GSA boundary.

The Tri-County Water Authority's primary functions include:

- Providing training and local education related to water resource management and safe activities
- Providing long-term planning for and putting into operation flood control/retention basins to direct surplus flows away from protected areas, hold water resources and to recharge groundwater aquifers
- Providing maintenance in the member agencies' service areas, such as removing sediment and other impediments to the flows within water courses
- Providing capital improvements and infrastructure to achieve greater management and control of surface and subsurface water
- Collecting information relating to the groundwater subbasins underlying the GSA, such as the amount of groundwater extracted, applied to land, recharged, and the sustainability of the groundwater subbasin
- Implementing a GSP that is developed for the Tulare Lake Subbasin, in compliance with SGMA

I.B.5.1 GSA Industry

The primary industry within the Tri-County Water Authority GSA is almost entirely agriculture.

Section I: Goals and Desired Outcomes

Tulare Lake Subbasin Communication & Engagement Plan

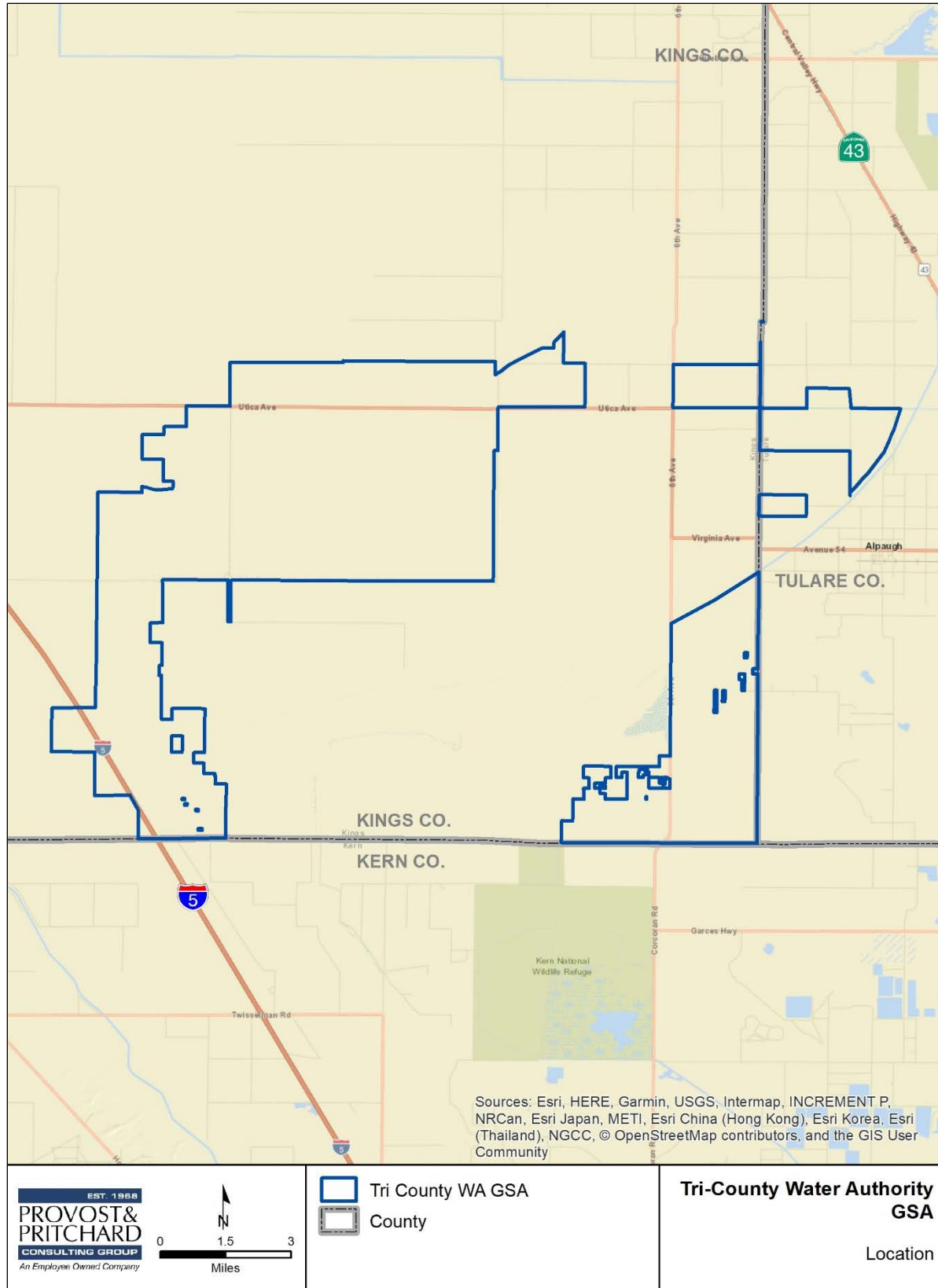


Figure I-14. Tri-County Water Authority GSA Boundary

Section I: Goals and Desired Outcomes
Tulare Lake Subbasin Communication & Engagement Plan

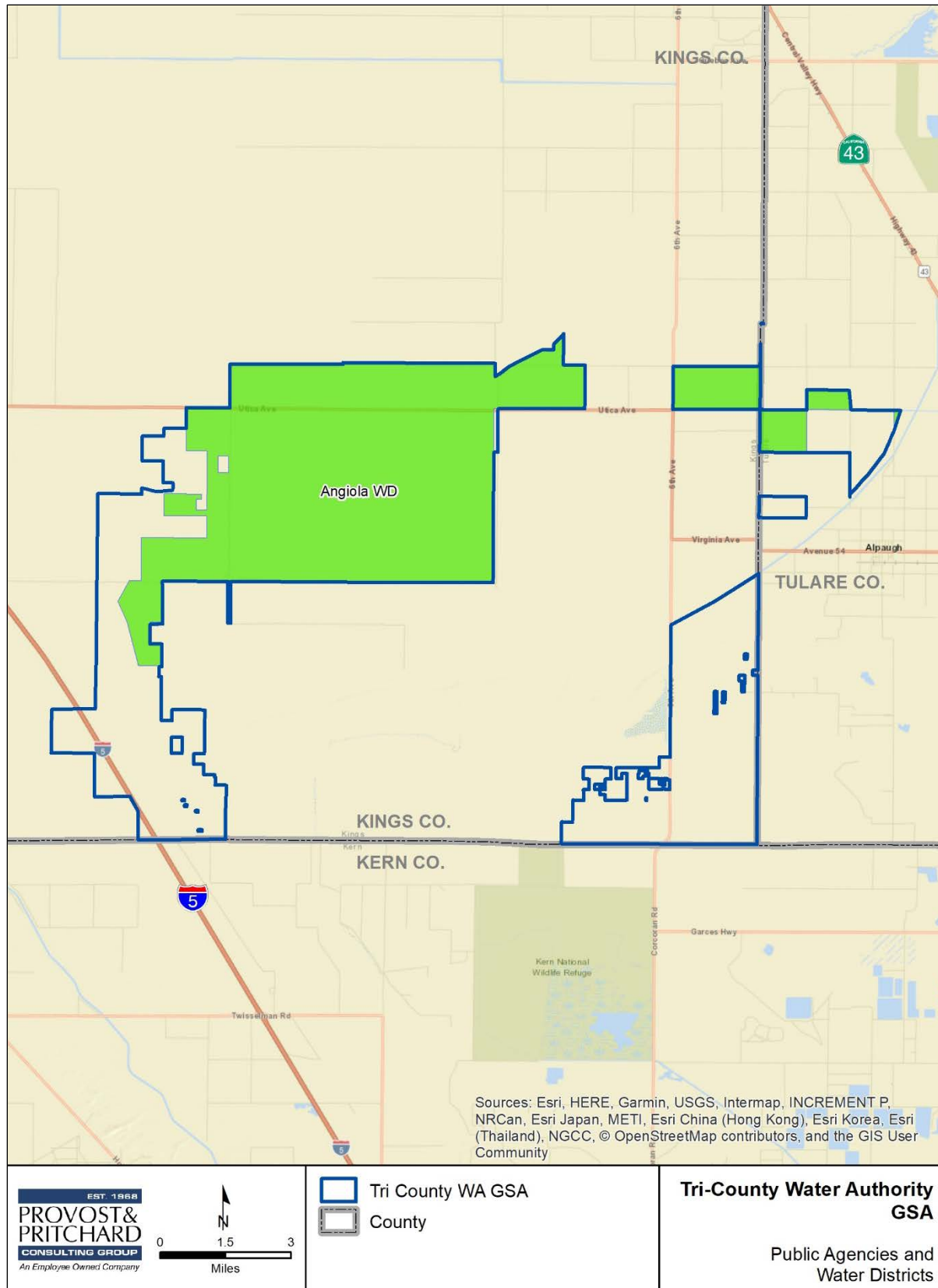


Figure I-15. Tri-County Water Authority GSA Public Agencies and Water Districts

C. Tulare Lake Subbasin GSAs' Decision-Making Process

The Tulare Lake Subbasin GSAs' decision-making process are broken down by the roles of the subbasin management team, Board of Directors and Stakeholder/Advisory Committees. The roles of these subbasin and GSA entities and their responsibilities are outlined below and described in more detail in [Section II.A](#).

- **Subbasin Management Team** – Comprised of a representative from each of the five GSAs working collaboratively to jointly manage groundwater within the Tulare Lake Subbasin and to develop a GSP
- **Boards of Directors** – Adopts general policies regarding development and implementation of the GSAs and the GSP
- **Stakeholder/Advisory Committees** – Representing all beneficial uses and users of groundwater within the individual GSA boundaries, makes recommendations to the Boards of Directors and technical consultants regarding feedback from stakeholders and adoption of a GSP that accounts for local interests. Not all GSAs have stakeholder/advisory committees, and while allowed within SGMA, these committees are not required.

D. Goals/Desired Outcomes of GSP Development

The overall, main goal of the Tulare Lake Subbasin GSAs is to establish and execute a plan that will sustain and manage groundwater within the Tulare Lake Subbasin, with minimal impacts on the industry and the beneficial uses and users of groundwater ([Table II-3](#), [Table II-4](#), [Table II-5](#), [Table II-6](#) and [Table II-7](#)).

E. Communication Objectives to Support the GSP

The ultimate goal of communication objectives during the formation/coordination, GSP development, public review and implementation phases of the SGMA compliance, is to encourage active involvement of diverse, social, cultural, and economic elements of the population within the GSA boundary. The Tulare Lake Subbasin GSAs will give beneficial users and users of groundwater opportunities to engage in the GSP process, provide educational outreach opportunities for stakeholders while reaching out through specific communication avenues ([Section V](#)). As active stakeholders, members of the Boards of Directors and Stakeholder/Advisory Committees are direct representatives of their districts, communities and industries, and it is important for them to continually gather feedback/input, and concerns/needs of their constituents and report back to their respective meetings. Any stakeholder input received will be reviewed by the GSA and Subbasin technical teams and taken into consideration during GSP development.

I.E.1 Phase 1: GSA Formation and Coordination

Phase 1: GSA Formation and Coordination has been completed. This phase stretched from 2015 through 2018, and consisted of forming the individual GSAs, development of a subbasin coordination agreement, establishing the List of Interested Parties ([Section II.D](#)), and creating the Communication & Engagement Plan to outline communication efforts for the GSP development, public review and implementation phases. Stakeholder input was utilized during the GSA formation phase, as beneficial users and stakeholders with interests in groundwater usage within the GSAs' boundaries were notified via public meeting notices as soon as the process began ([Table I-3](#)).

Table I-3. GSA Formation Public Meeting Notices

GSA	Publication	Date Published
El Rico GSA	The Corcoran Journal	January 19, 2017; January 26, 2017
Mid-Kings River GSA	The Hanford Sentinel	December 20, 2016; December 27, 2016
South Fork Kings GSA		
Southwest Kings GSA	The Corcoran Journal	February 16, 2017; February 23, 2017; March 2, 2017
Tri-County Water Authority GSA	The Hanford Sentinel	January 17, 2017; January 24, 2017

I.E.2 Phase 2: GSP Preparation and Submission

Phase 2: GSP Preparation and Submission will span from 2018 through January 31, 2020. With the goal of having the draft GSP by the first quarter of 2019, 2018 will primarily be the technical development of the plan, while working with GSA Boards of Directors, technical teams/committees, and GSA management at the subbasin level, as well as stakeholders (**Section II.A**), for feedback and input. During the last quarter of 2018, the first round of public outreach meetings and interaction with stakeholder groups (**Section II.B**) and other community organizations and entities (**Section II.C**) will be held with the purpose of educating and informing stakeholders about SGMA and the GSP process, while also soliciting feedback and input from these groups (**Section III.A**) to consider and possibly include feedback and input into the GSP. Public outreach for this phase will be completed by the individual GSAs for the most part, but collaborative public meetings will be held when target audiences span more than one GSA boundary.

I.E.3 Phase 3: GSP Review and Evaluation

During 2019, Phase 3: GSP Review and Evaluation, the communication and engagement efforts will continue. Once the draft of the GSP is completed in the first quarter of 2019, the public review process will begin. A 90-day comment period will be held, with the GSP draft posted on the Tulare Lake Subbasin GSAs' websites for all stakeholders to conveniently download and review and provide comments. Outreach meetings will be held during this phase at the same locations meetings during Phase 2 were held. These meetings will focus on an overview of the GSP content, while giving stakeholders a public forum to provide their feedback and comments.

Once the public review period is completed, public comments will be taken into consideration and incorporated into the final version of the Tulare Lake Subbasin GSP before submitting to the DWR by January 31, 2020. Following submittal, stakeholders will be given a second 60-day comment period through the DWR's SGMA portal at <http://sgma.water.ca.gov/portal/>. Comments will be posted to the DWR's website prior to the state agency's evaluation, assessment and approval.

I.E.4 Phase 4: Implementation and Reporting

Phase 4: Implementation and Reporting will begin once the plan is submitted by January 31, 2020. Even while the DWR is reviewing the GSP, SGMA-implementation at the GSA-level must begin. During the implementation phase, communication and engagement efforts will be shifted to educational and informational awareness of the requirements and processes for reaching groundwater sustainability as set forth in the submitted GSP. Active involvement of all stakeholders is encouraged during this phase, and public notices are required for any public meetings and prior to imposing, and later increasing, any fees. Public outreach for this phase will also be completed by the individual GSAs with collaborative efforts when target audiences span more than one GSA boundary.

F. Overriding Concerns, Major Concerns or Challenges

Through preliminary discussions with Tulare Lake Subbasin GSA management, overriding concerns, major concerns or challenges are centralized around economic impacts to the agricultural industry, which will also have a direct impact on DACs. Economic impacts could include loss of jobs and loss of tax revenue due to the decreased land values of fallowed ground. Many DAC residents are employed by the agricultural industry, and many infrastructure improvement projects within these communities are facilitated by the County of Kings and funded through state and federal funding secured with the assistance of technical providers. The agricultural industry and DACs will be the main target audiences for direct outreach meetings because of the significant impact SGMA implementation will have on these two beneficial users of groundwater.

A summary of additional top concerning issues affecting groundwater, and the effect of SGMA on agriculture and rural communities/DACs is listed in **Table III-1**.

II. Stakeholder Identification

A. Active Stakeholder Groups

The active stakeholder groups of the Tulare Lake Subbasin GSAs are members of the Boards of Directors and Stakeholder/Advisory Committees. Their specific roles in the communication and engagement process are discussed in this section.

II.A.1 Role of Boards of Directors

The Tulare Lake Subbasin GSAs' Boards of Directors all consistently function as the governing body of the specific GSA, formed to adopt general policies regarding development and implementation of the GSP. Governance of each GSA is described below, and meeting dates, times and locations for each board are noted. All meetings are open to the public.

II.A.1.1 El Rico GSA

El Rico GSA's Board of Directors consists of seven directors: one representative appointed by the Tulare Lake Basin Water Storage District board, one representative appointed by the governing board of Salyer Water District, two representatives appointed by the Corcoran Irrigation District, two representatives appointed by Melga Water District, and one representative appointed by the Lovelace Reclamation District No. 739.

El Rico GSA's board meetings are held on the first Wednesday of each month at 1 p.m. at the Tulare Lake Basin Water Storage District's office, located at 1001 Chase Avenue in Corcoran, unless otherwise posted on the Kings River Region Groundwater Portal's calendar.

II.A.1.2 Mid-Kings River GSA

The Board of Directors of the Mid-Kings River GSA are appointed, three elected members of the KCWD, one elected member of the City of Hanford, and one representative from the Stakeholder Committee. The Mid-Kings River GSA Board of Directors meet on the second Tuesday of every month at 1 p.m. at the Kings County Water District, located at 200 Campus Drive in Hanford, unless otherwise posted on <http://www.midkingsrivergsa.org/board.html>.

II.A.1.3 South Fork Kings GSA

The governing board of the South Fork Kings GSA is composed of one appointee of each member agency, as a "principal director." The principal director is an individual currently serving on the board or council of each of the members. Board of Directors meetings for the South Fork Kings GSA are held quarterly on the third Thursday of every April, June, August and October at 5:30 p.m. in the Lemoore City Council Chambers, located at 429 C Street in Lemoore.

II.A.1.4 Southwest Kings GSA

Southwest Kings GSA is governed by a five-person board of directors comprised of two members of the Dudley Ridge Water District, two members of the Tulare Reclamation District No. 761, and one director selected by a majority vote of the other four appointed members. The non-district member is a landowner, or his/her representative, who owns land in the white areas of the GSA boundary.

The Southwest Kings GSA's board meetings are held on the second Wednesday of every month at 3 p.m. at 286 W. Cromwell Avenue in Fresno, unless otherwise noted on the GSA's website, <http://www.swkgsa.org/meetings.html>. A monthly GSA status report is posted on the same web page, even if board meetings are cancelled or rescheduled.

II.A.1.5 Tri-County Water Authority GSA

The governing of board from Angiola Water District and Deer Creek Storm Water District each appointed a director and its general manager/secretary to serve on their board. Currently, both districts have the same general manager/secretary. The Board of Directors meetings are held on the fourth Tuesday of each month at 1 p.m. at the Tri-County Water Authority Boardroom, located at 944 Whitley Avenue in Corcoran, unless otherwise noted on the GSA's website, <http://tcwater.org/events/>.

II.A.2 Role of Stakeholder/Advisory Committees

In Section 10727.8 "Public Notification and Participation; Advisory Committee" of the Sustainable Groundwater Management Act, GSAs may appoint and consult with an advisory committee for the purpose of developing and implementing a GSP. Through a stakeholder/advisory committee, a GSA is able to encourage the active involvement of diverse social, cultural, and economic elements of the population within the groundwater basin prior to and during the development and implementation of the GSP.

II.A.2.1 El Rico GSA

El Rico GSA does not have a stakeholder or advisory committee.

II.A.2.2 Mid-Kings River GSA

- **Stakeholder Committee** – The Mid-Kings River GSA's Board of Directors are considering the development of a Stakeholder Committee later in 2018. This committee will be comprised of individuals representing beneficial uses and users of groundwater within the Mid-Kings River GSA boundary.
- **Technical Advisory Committee** – Each member of the Board of Directors will appoint one person to serve on the Mid-Kings River GSA's Technical Advisory Committee. This committee is under consideration by the Board of Directors and may be developed later in 2018. Once the committee is formed, updates from meetings and meeting time and location will be added to this section.

II.A.2.3 South Fork Kings GSA

The South Fork Kings GSA does not have a stakeholder or advisory committee.

II.A.2.4 Southwest Kings GSA

The Southwest Kings GSA does not have a stakeholder or advisory committee.

II.A.2.5 Tri-County Water Authority GSA

- **Technical Advisory Committee** – The Tri-County Water Authority GSA's Technical Advisory Committee meets on the fourth Tuesday of every month at 10 a.m. at the Tri-County Water Authority, located at the 944 Whitley Avenue in Corcoran.

B. Specific Stakeholder Groups

Based on the applicable interests identified in SGMA, Section 10723.2 “Consideration of All Interests of All Beneficial Uses and Users of Groundwater” (**Table II-1**), the five Tulare Lake Subbasin GSAs have identified the stakeholder groups with interests within their GSA boundaries. These specific stakeholder groups have financial, political, business or personal stakes in the management of groundwater within the jurisdiction of the Tulare Lake Subbasin and will be the focus of communication and engagement efforts during the GSP development, public review and implementation phases. These stakeholders are listed by GSA in **Table II-3**, **Table II-4**, **Table II-5**, **Table II-6** and **Table II-7**.

Table II-1. Consideration of All Interests of All Beneficial Uses and Users of Groundwater

SGMA, Section 10723.2. Consideration of All Interests of All Beneficial Uses and Users of Groundwater		
Agricultural Users	Domestic Well Owners	Municipal Well Operators
Public Water Systems	Local Land Use Planning Agencies	Environmental Users of Groundwater
Surface Water Users	Federal Government	California Native American Tribes
Disadvantaged Communities	Entities monitoring and reporting groundwater elevations in all or part of a groundwater basin	

II.B.1.1 Environmental Users of Groundwater

It should be noted that environmental users of groundwater within the Tulare Lake Subbasin were investigated by the El Rico GSA, MKRGSA, SFKGSA, SWKGSA and TCWAGSA, but there were not any identified to have specific groundwater interests within the subbasin. If there are environmental groups with groundwater interests, they can seek participation in the GSP development process at their request within their specific GSA.

II.B.1.2 Native American Tribes

The only Native American Tribe (listed in **Table II-2**) within the Tulare Lake Subbasin boundary was invited to participate in GSP development via a letter sent on June 28, 2016 by the then Upper Tulare Lake GSA MOU Group. A copy of the letter is included in **Appendix C**. A Sacred Lands File & Native American Contacts List Request was also sent to the Native American Heritage Commission.

Table II-2. Native American Tribes in the Tulare Lake Subbasin

Native American Tribe	Contact	Contact Information
Santa Rosa Rancheria Tachi-Yokut Tribe	Ruben Barrios, Tribal Chairman	16835 Alkali Drive Post Office Box 8 Lemoore, CA 93245 Telephone: (559) 924-1278

Source: Native American Heritage Commission, Native American Contacts

II.B.2 El Rico GSA Stakeholders

The interests of the parties identified in **Table II-3** will be considered in the operation of the proposed El Rico GSA and the development and implementation of the GSP. These stakeholders will have opportunities to provide input through written public comments, and opportunities to participate in regular and special board meetings and public workshops.

Table II-3. Stakeholder Groups with Interests in the El Rico GSA

Stakeholder Group	Description
Agricultural Users	Represented through many of the GSA member agencies and/or by the County of Kings.
Domestic Well Owners	Represented through member agencies including the County of Kings or via exemption for small amounts of groundwater extraction.
Municipal Well Operators	City of Corcoran
Public Water Systems	City of Corcoran
Local Land Use Planning Agencies	City of Corcoran, County of Kings
Surface Water Users	Represented through GSA member agencies
Disadvantaged Communities	City of Corcoran
Entities monitoring and reporting groundwater elevations in all or part of a groundwater basin	Represented by GSA member agencies including Tulare Lake Basin Water Storage District that collects and reports data for multiple members of the agency via the Tulare Lake Coordinated Groundwater Management Plan.

II.B.3 Mid-Kings River GSA Stakeholders

The interests of all beneficial uses and users of groundwater within the MKR GSA are identified in **Table II-4**:

Table II-4. Stakeholder Groups with Interests in the Mid-Kings River GSA

Stakeholder Group	Description
Agricultural Users	Service area is composed of mostly agricultural lands and agricultural users
Domestic Well Owners	There are domestic wells within the MKR GSA area, and it is understood that many rural domestic users will fall into the “de minimis extractor” category, so further work is being conducted to understand to what extent domestic users will be affected by GSP requirements.
Public Water Systems	Armona CSD, Home Garden CSD and Hardwick Water Company, as well as several transient public water systems for school districts are included in this category (Kings River-Hardwick, Pioneer, Hanford Christian).
Municipal Water Systems	City of Hanford
Local Land Use Planning Agencies	City of Hanford and County of Kings
California Native American Tribes	See Section II.B.1.2 .
Disadvantaged Communities	Armona, Home Garden, Hardwick
Entities monitoring and reporting groundwater elevations in all or part of a groundwater basin	Kings County Water District monitors groundwater levels within its service area and is providing a subset of that information to the Kings River Conservation District for submission to the CASGEM system.

II.B.4 South Fork Kings GSA Stakeholders

An initial list of stakeholders within the South Fork Kings GSA is described in **Table II-5**.

Table II-5. Stakeholder Groups with Interests in the South Fork Kings GSA

Stakeholder Group	Description
Agricultural Users	
Domestic Well Owners	
Municipal Well Operators	City of Lemoore, Stratford Public Utility District
Local Land Use Planning Agencies	City of Lemoore, County of Kings
California Native American Tribes	See Section II.B.1.2 .
Disadvantaged Communities	Community of Stratford
Entities monitoring and reporting groundwater elevations in all or part of a groundwater basin	KRCD is the designated monitoring entity for the Kings and Tulare Lake Subbasins under CASGEM program. SFKGSA will coordinate its SGMA monitoring efforts with the CASGEM monitoring effort led by KRCD.

II.B.5 Southwest Kings GSA Stakeholders

The interests of all beneficial uses and users of groundwater within the Southwest Kings GSA are described in **Table II-6**. The GSA will work cooperatively with these stakeholders throughout the development and implementation of the GSP.

Table II-6. Stakeholder Groups with Interests in the Southwest Kings GSA

Stakeholder Group	Description
Agricultural Users	Approximately 99 percent of the GSA's area is composed of agricultural lands. Representatives of the agricultural community are currently involved on the Board of Directors and on GSA committees and subcommittees.
Domestic Well Owners	Only one or two landowners utilize a domestic well, and are represented on the Board of Directors through member agencies.
Municipal Well Operators	Kettleman City CSD provides well water to residential and commercial customers within the GSA boundary.
Local Land Use Planning Agencies	County of Kings
California Native American Tribes	See Section II.B.1.2 .
Disadvantaged Communities	Kettleman City
Entities monitoring and reporting groundwater elevations in all or part of a groundwater basin	KRCD is the designated monitoring entity for the Kings and Tulare Lake Subbasins under CASGEM program. SWKGSA will coordinate its SGMA monitoring efforts with the CASGEM monitoring effort led by KRCD.

II.B.6 Tri-County Water Authority GSA Stakeholders

The Tri-County Water Authority will provide the stakeholder groups identified in **Table II-7** with opportunities to provide input throughout the process of developing, operating and implementing the GSA and GSP.

Table II-7. Stakeholder Groups with Interests in the Tri-County Water Authority GSA

Stakeholder Group	Description
Agricultural Users	Composed almost entirely of agricultural users, including nut grower commodity groups and other agricultural use growers
Domestic Well Owners	There are domestic wells within the GSA area, but because SGMA excludes “de minimis extractors,” it is anticipated that the GSP will exclude domestic wells from such requirements.
Local Land Use Planning Agencies	County of Kings
Entities monitoring and reporting groundwater elevations in all or part of a groundwater basin	Angiola Water District, Tulare Lake Basin Water Storage District

C. Community Organizations, Public Agencies and Other Entities

There are many community organizations, public agencies and other entities throughout the Tulare Lake Subbasin’s boundary that will be utilized to reach out to stakeholders. These resources identified as avenues for outreach opportunities are listed in **Table II-4**, and organized by GSA. Additional community organizations, public agencies and entities may be added to the list as GSP development and implementation phases move forward, and as additional connections are made between the Tulare Lake Subbasin GSAs and the communities within their boundaries.

The Tulare Lake Subbasin GSAs will communicate with these resources as an avenue to reach stakeholders. Opportunities to give presentations at their respective meetings may be scheduled, and the Tulare Lake Subbasin GSAs will work with these organizations and agencies to distribute stakeholder surveys, public outreach meeting notices and educational information via email distribution, social media posts and other printed materials (handouts).

If a GSA Board of Director or Stakeholder/Advisory Committee member is currently involved with or has contacts within a community organization, public agency or other entity, they may present on behalf of the GSA and Tulare Lake Subbasin to further outreach efforts. Presentations may include an overview on SGMA and why it is important to the audience, explanation and updates of the GSP development process including an awareness of the public review period, and education of GSP requirements during the implementation phase. Talking points and key messages for GSP development, public review and implementation phases are discussed further in **Section IV**.

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Tulare Lake Subbasin Communication & Engagement Plan

Table II-8. Community Organizations and Public Agencies

Organization/ Public Agency	Responsible GSA					Contact Information
	ElRico	Mid-Kings River	South Fork Kings	Southwest Kings	Tri-County	
Irrigation Districts/Water Districts						
Angiola Water District					X	Contact: Deanna Jackson, Deputy General Manager Address: 944 Whitley Ave, Suite A, Corcoran, CA 93212 Telephone: (559) 992-8980 Email: djackson@angiolawd.org
Alpaugh Irrigation District	X					Contact: Steve Martin, President Address: 5458 Road 38, Alpaugh, CA 93201 Telephone: (559) 949-8323
Corcoran Irrigation District	X					Contact: Gene Kilgore, Manager Address: PO Box 566, Corcoran, CA 93212 Telephone: (559) 992-5165 Email: gkilgore@corcoranid.com
Deer Creek Storm Water District					X	Contact: Address: 944 Whitley Ave, Suite D, Corcoran, CA 93212 Telephone: Email:
Dudley Ridge Water District				X		Contact: Dale Melville, PE Address: 286 W. Cromwell Ave, Fresno, CA 93711 Telephone: (559) 449-2700 Email: dmelville@ppeng.com
Empire West Side Irrigation District			X			Contact: John Howe Address: 21990 Laurel Avenue, Stratford, CA 93266 Telephone: (559) 836-3348 – cell Email: jnhowe@att.net
Kings County Water District		X				Contact: Dennis Mills, PE, General Manager Address: 200 North Campus Drive, Hanford, CA 93230 Telephone: (559) 584-6412 Email: dennis.kingscwg@gmail.com
Kings Basin Water Authority			X			Contact: Cristel Tufenkjian, Program Coordinator Address: 4886 E. Jensen Ave, Fresno, CA 93725 Telephone: (559) 237-5567 Email: ctufenkjian@krcd.org
Lovelace Reclamation District No. 739	X					Contact: Address: PO Box 877, Corcoran, CA 93212 Telephone: Email:
Melga Water District	X					Contact: Address: PO Box 877, Corcoran, CA 93212 Telephone: Email:

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Tulare Lake Subbasin Communication & Engagement Plan

Organization/ Public Agency	Responsible GSA					Contact Information
	El Rico	Mid-Kings River	South Fork Kings	Southwest Kings	Tri-County	
Sayler Water District	X					Contact: Address: PO Box 877, Corcoran, CA 93212 Telephone: Email:
Stratford Irrigation District			X			Contact: Address: Telephone: Email:
Tulare Lake Basin Water Storage District	X			X		Contact: Mark Gilkey Address: 1001 Chase Ave, Corcoran, CA 93212 Telephone: (559) 992-4127 Email: mgilkey@tlbwsd.com ; mkgilkey@comcast.net
Tulare Lake Drainage District	X					Contact: Dustin Fuller Address: PO Box 985, Corcoran, CA 93212 Telephone: (559) 922-3145 Email: dfuller@tidd.org
Tulare Lake Reclamation District No. 761				X		Contact: Jaime Howe Address: 23311 Newton Ave, Stratford, CA 93266 Telephone: (559) 947-3328 Email: jaime@westlakefarmsinc.com
Municipal Agencies						
City of Corcoran	X					Contact: Kevin Tromborg, Community Development Director Address: 832 Whitley Ave, Corcoran, CA 93212 Telephone: (559) 992-2151 Email: kevin.tromborg@cityofcorcoran.com
City of Hanford		X				Contact: Darrel Pyle, City Manager Address: 315 N. Douty Street, Hanford, CA 93230 Telephone: (559) 585-2516 Email: dpyle@ci.hanford.ca.us
City of Lemoore			X			Contact: Judy Holwell, Community Development Director Address: 711 W. Cinnamon Drive, Lemoore, CA 93245 Telephone: (559) 924-6740 Email: jholwell@lemoore.com
County of Kings	X	X	X	X	X	Contact: Greg Gatzka, Community Development Director Address: 1400 W. Lacey Blvd., Building 6, Hanford, CA 93230 Telephone: (559) 852-2670 Email: Greg.Gatzka@co.kings.ca.us
Kettleman City Community Services District				X		Contact: Rosa Maldonado Address: PO Box 179, Kettleman City, CA 93239 Telephone: (559) 386-5866

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Organization/ Public Agency	Responsible GSA					Contact Information
	El Rico	Mid-Kings River	South Fork Kings	Southwest Kings	Tri-County	
Stratford Public Utility District			X			Contact: Address: 19681 Railroad Street, Stratford, CA 93266 Telephone: (559) 947-3037 Email:
Agriculture/Industry Organizations						
Almond Board of California	X	X	X	X	X	Address: 1150 Ninth Street, Suite 1500, Modesto, CA 95354 Telephone: (209) 549-8262 Email: staff@almondboard.com
California Fresh Fruit Association (formerly California Grape & Tree Fruit League)	X	X	X	X	X	Address: 7647 N. Fresno Street, Suite 103, Fresno, CA 93720 Telephone: (559) 226-6330 Email: gradonovich@cafreshfruit.com
California Independent Petroleum Association (CIPA)				X		Contact: Willie Rivera, Director of Regulatory Affairs Telephone: (661) 395-5287 Email: willie@cipa.org
California Pistachio Research Board	X	X	X	X	X	Address: 4938 E. Yale Avenue, Suite 102, Fresno, CA 93727 Telephone: (559) 255-6480 Email: admin@acpistachios.org
Sanitation Districts of Los Angeles County – Tulare Lake Compost				X		Contact: Richard Kish, Compost Facility Superintendent Address: 34318 23 rd Avenue, Kettleman City, CA 93239 Telephone: (559) 840-4368 Email: richard.kish@tularelakecompost.org
University of California Cooperative Extension, Kings County	X	X	X	X	X	Contact: Kevin Day, County Director Address: 680 Campus Drive, Suite A, Hanford, CA 93230 Telephone: (559) 852-2735 Email: krday@ucanr.edu
Environmental Justice Organizations						
Community Water Center	X	X	X	X		Contact: Adriana Renteria, Regional Water Management Coordinator Address: 900 W. Oak Ave, Visalia, CA 93291 Telephone: (559) 733-0219 Email: Adriana.renteria@communitywatercenter.org
Leadership Counsel for Justice & Accountability	X	X	X	X		Contact: Amanda Monaco, Policy Advocate Address: 764 P Street, Suite 012, Fresno, CA 93721 Telephone: (559) 369-2790 Email: amonaco@leadershipcounsel.org
Self-Help Enterprises	X	X	X	X		Contact: Maria Herrera, Manager Address: PO Box 6520, Visalia, CA 93290 Telephone: (559) 802-1676 Email: mariah@selfhelpenterprises.org

Organization/ Public Agency	Responsible GSA					Contact Information
	El Rico	Mid-Kings River	South Fork Kings	Southwest Kings	Tri-County	
Service Organizations						
Corcoran Chamber of Commerce	X					Contact: Lisa Shaw, Executive Director Address: 1040 Whitley Ave, Corcoran, CA 93212 Telephone: (559) 992-4514 Email: lisa@corcoranchamber.com
Hanford Chamber of Commerce		X				Contact: Mike Bertaina, Interim CEO Address: 113 Court Street, Suite 104, Hanford, CA 93230 Telephone: (559) 582-0483 Email: mike@hanfordchamber.com
Hanford Rotary Club		X				Address: PO Box 11, Hanford, CA 93230 Telephone: (559) 362-6048 Email: rotaryclubhanford@gmail.com
Hanford Sunset Rotary Club		X				Address: PO Box 316, Hanford, CA 93232 Website: www.hanfordsunsetrotary.wordpress.com

II.C.1 School Districts

School districts within the Tulare Lake Subbasin GSAs boundary are listed in **Table II-9** and reflected in **Figure II-1, Figure II-2, Figure II-3, Figure II-4** and **Figure II-5**. While many of the schools receive their water from the cities they are located in, they are an avenue for communicating with stakeholders whose students attend the schools, particularly families within DACs/SDACs.

Table II-9. School Districts within the Tulare Lake Subbasin

School Districts	Responsible GSA					Contact Information
	El Rico	Mid-Kings River	South Fork Kings	Southwest Kings	Tri-County	
Armona Union Elementary School District	X	X	X			Address: 11115 C Street, PO Box 368, Armona, CA 93202 Contact: Xavier Pina, Superintendent Telephone: (559) 583-5000; Email: xpina@armona.k12.ca.us Website: www.auesd.com
Central Union Elementary School District	X	X	X	X		Address: 15783 18 th Avenue, Lemoore, CA 93204 Contact: Thomas Addington, Superintendent Telephone: (559) 924-3405; Email: taddingt@central.k12.ca.us Website: www.central.k12.ca.us
Corcoran Joint Unified High School District	X			X	X	Address: 1520 Patterson Avenue, Corcoran, CA 93212 Contact: Rich Merlo, Superintendent Telephone: (559) 992-8888; Email: rmerlo@corcoranunified.com Website: www.corcoranunified.com
Hanford Elementary School District		X				Address: 714 N. White Street, Hanford, CA 93230 Contact: Joy Gabler, Superintendent Telephone: (559) 585-3600 Website: www.hesd.k12.ca.us

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School Districts	Responsible GSA					Contact Information
	El Rico	Mid-Kings River	South Fork Kings	Southwest Kings	Tri-County	
Hanford Joint Union High School District	X		X			Address: 823 W. Lacey Boulevard, Hanford, CA 93230 Contact: William Fishbough, Superintendent Telephone: (559) 583-5901; Email: wfishbough@hjuhsd.org Website: www.hjuhsd.k12.ca.us
Island Union Elementary School District			X			Address: 7799 21 st Avenue, Lemoore, CA 93245 Contact: Charlotte Hines, Superintendent Telephone: (559) 924-6424; Email: charlottehines@island.k12.ca.us Website: www.island.k12.ca.us
Kings River-Hardwick Union Elementary School District		X	X			Address: 10300 Excelsior Avenue, Hanford, CA 93230 Contact: Cathlene Anderson, Superintendent Email: canderson@krhsd.k12.ca.us Website: www.kingsriverhardwick.com
Kit Carson Elementary School District		X				Address: 9895 7 th Avenue, Hanford, CA 93230 Contact: Todd Barlow, Superintendent/Principal Telephone: (559) 582-2843; Email: tbarlow@kitcarsonschool.com Website: www.kitcarsonschool.com
Lakeside Union Elementary School District	X	X				Address: 9100 Jersey Avenue, Hanford, CA 93230 Contact: Cindi Marshall, Superintendent Telephone: (559) 582-2868; Email: cmarshall@lakeside.k12.ca.us Website: www.lakeside.k12.ca.us
Laton Joint Unified School District		X				Address: 6259 E. DeWoody Street, PO Box 248, Laton, CA 93242 Contact: Victor Villar, Superintendent Telephone: (559) 922-4015; Email: vvillar@latonunified.org Website: www.latonunified.org
Lemoore Union Elementary School District			X			Address: 100 Vine Street, Lemoore, CA 93245 Contact: Cheryl Hunt, Superintendent Telephone: (559) 924-6802; Email: cherylhunt@myluesd.org Website: www.luesd.k12.ca.us
Lemoore Union High School District	X	X	X	X		Address: 5 Powell Avenue, Lemoore, CA 93245 Contact: Debbie Muro, Superintendent Telephone: (559) 924-6610; Email: dmuro@luhsd.k12.ca.us Website: www.luhsd.k12.ca.us
Pioneer Union Elementary School District		X	X			Address: 1888 Mustang Drive, Hanford, CA 93230 Contact: Paul van Loon, Superintendent Telephone: (559) 585-2400; Email: vanloonp@puesd.net Website: www.puesd.net
Reef-Sunset Unified High School District	X			X	X	Address: 2051 North Park Avenue, Avenal, CA 93204 Contact: Dr. David East, Superintendent Telephone: (559) 386-9083; Email: deast@rsusd.org Website: www.rsusd.net

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Tulare Lake Subbasin Communication & Engagement Plan

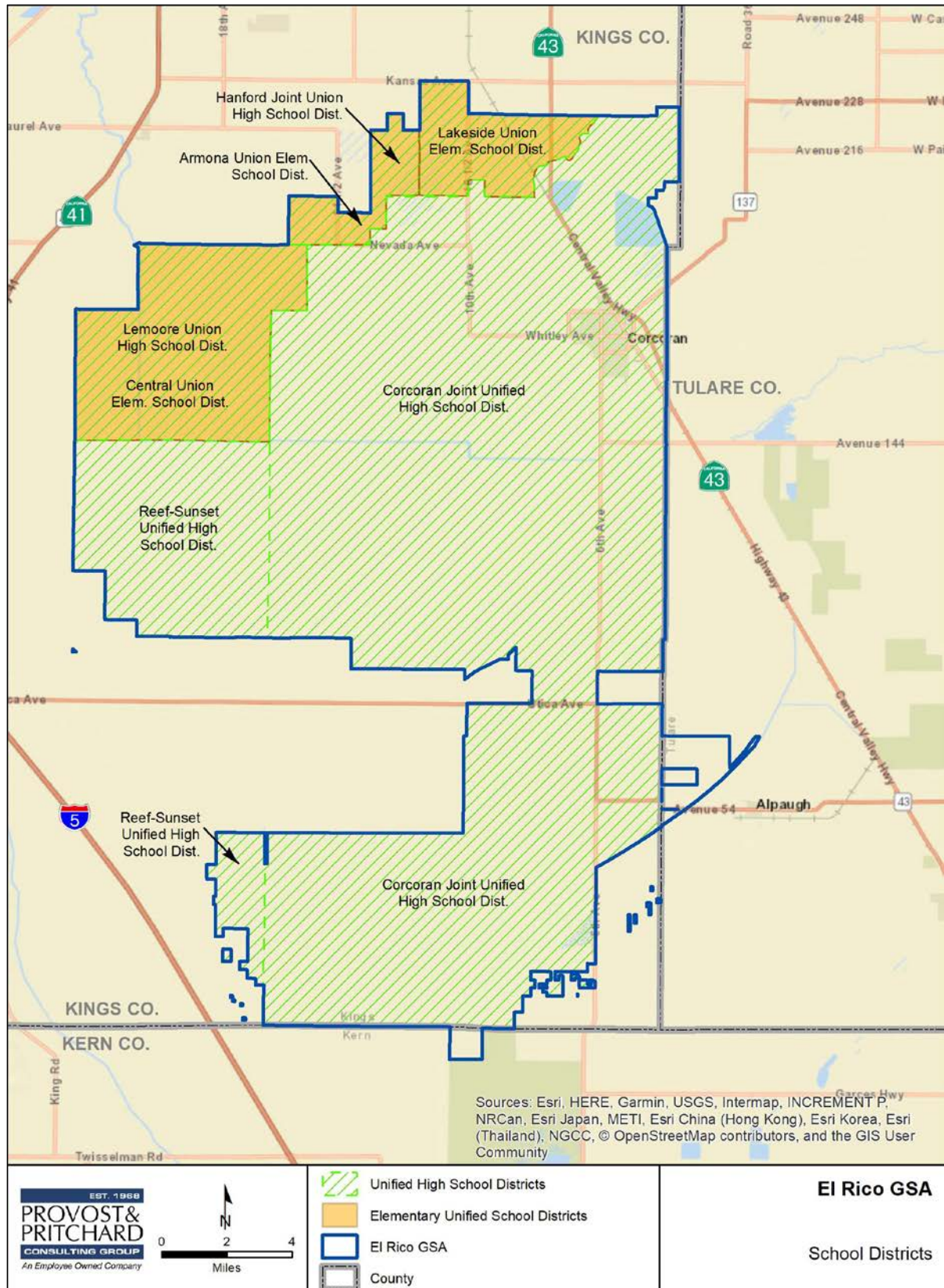


Figure II-1. School Districts within the El Rico GSA

Section II: Audience Identification

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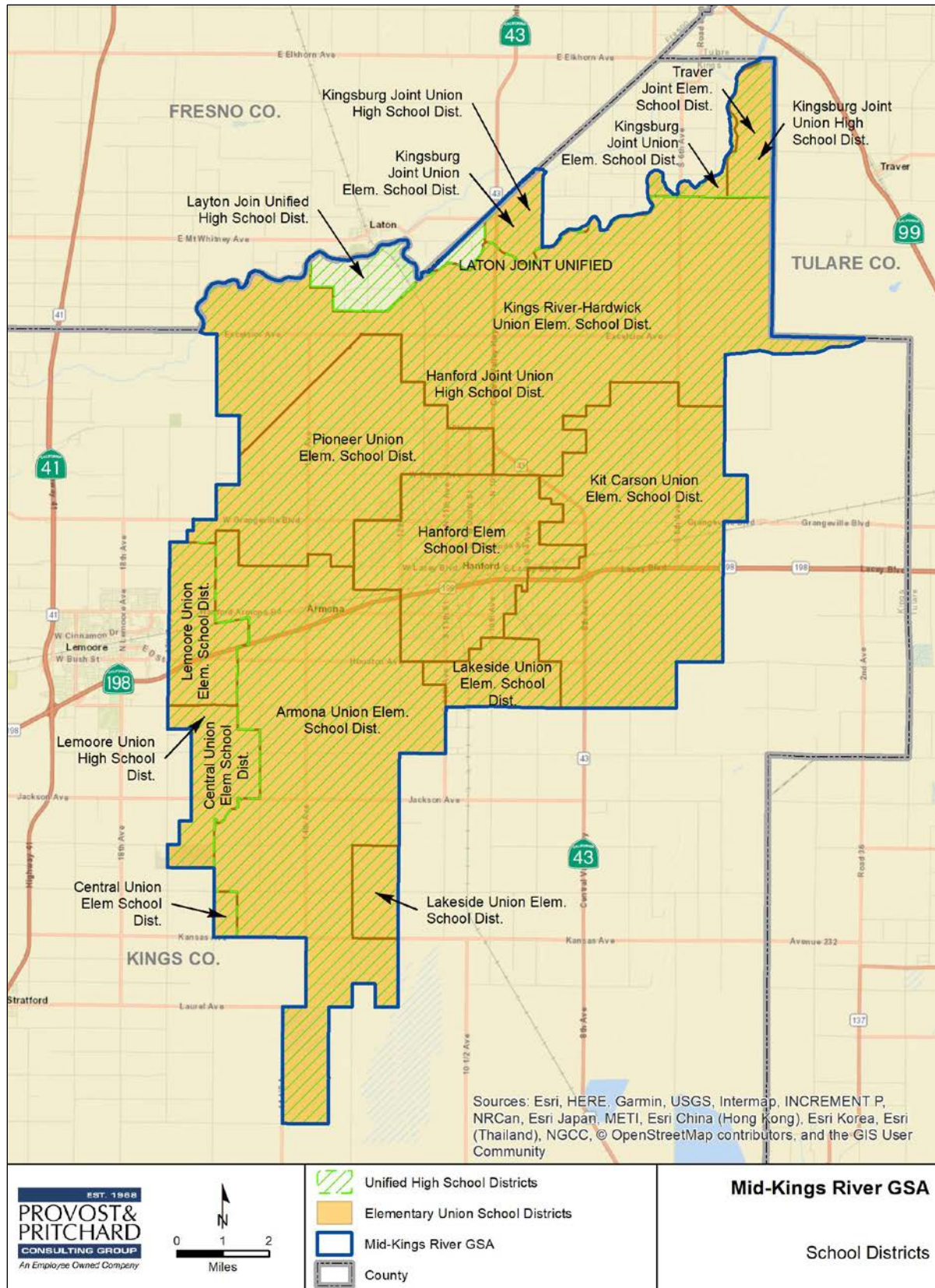


Figure II-2. School Districts within the Mid-Kings River GSA

Section II: Audience Identification

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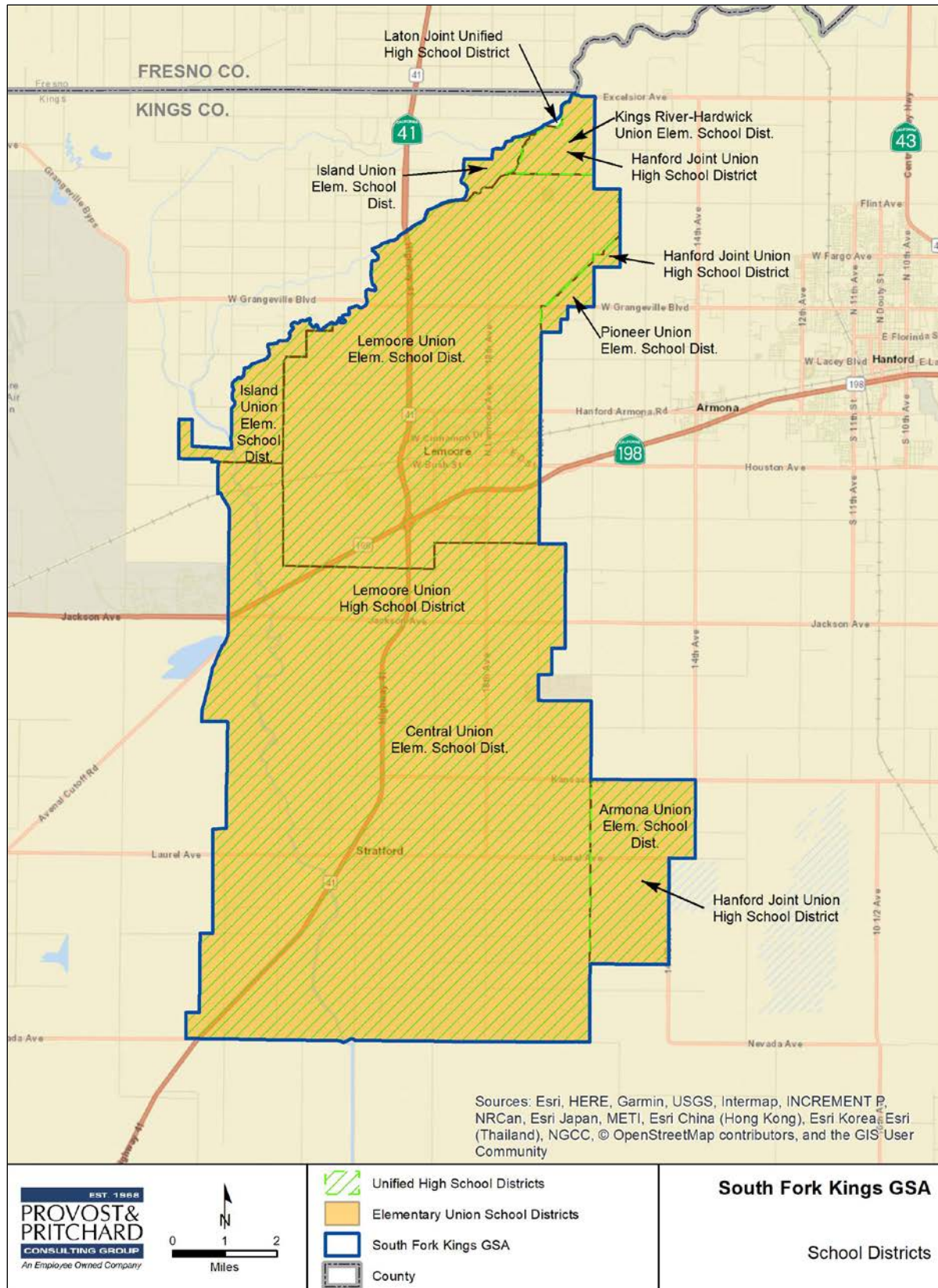


Figure II-3. School Districts within the South Fork Kings GSA

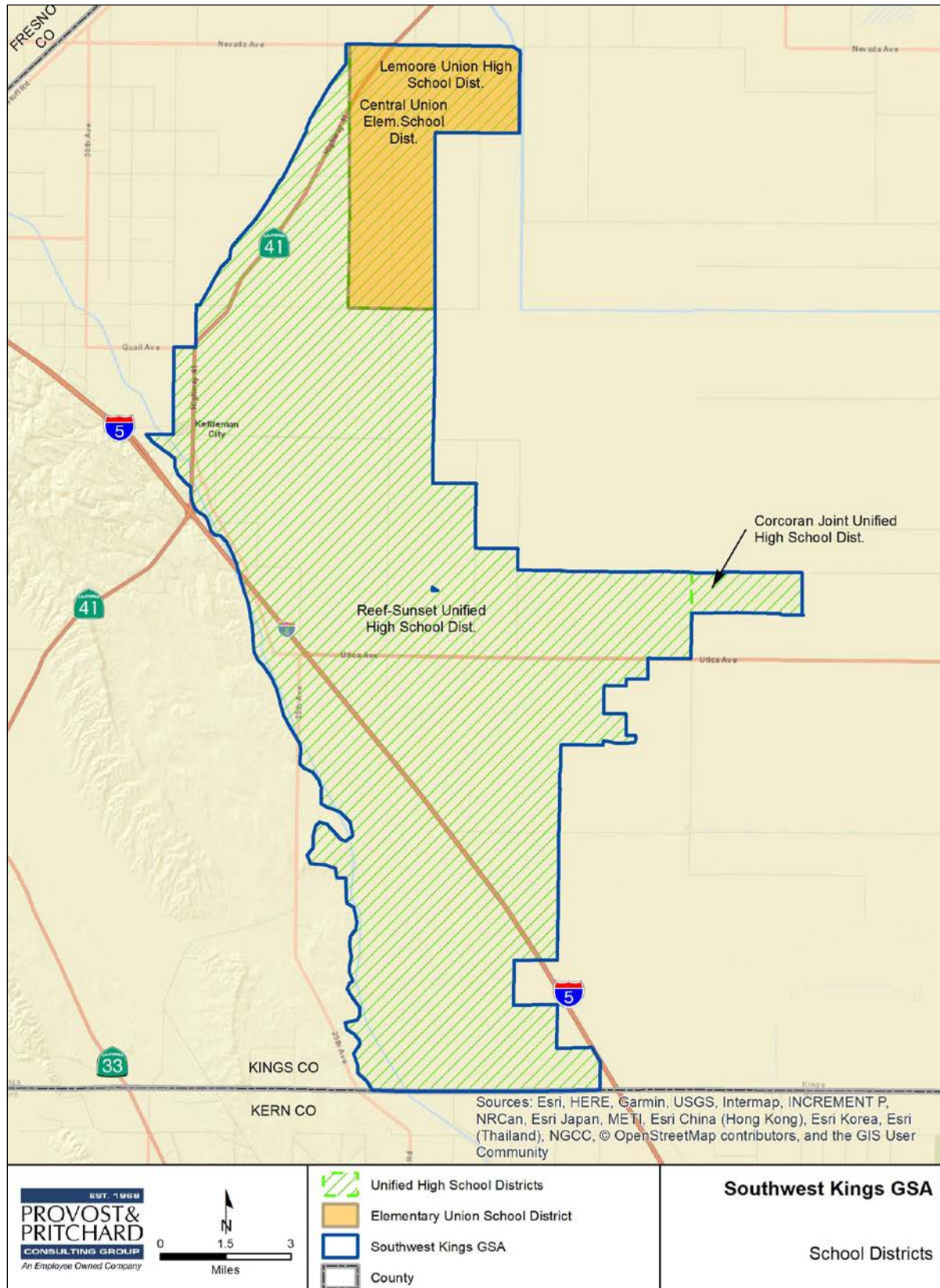


Figure II-4. School Districts within the Southwest Kings GSA

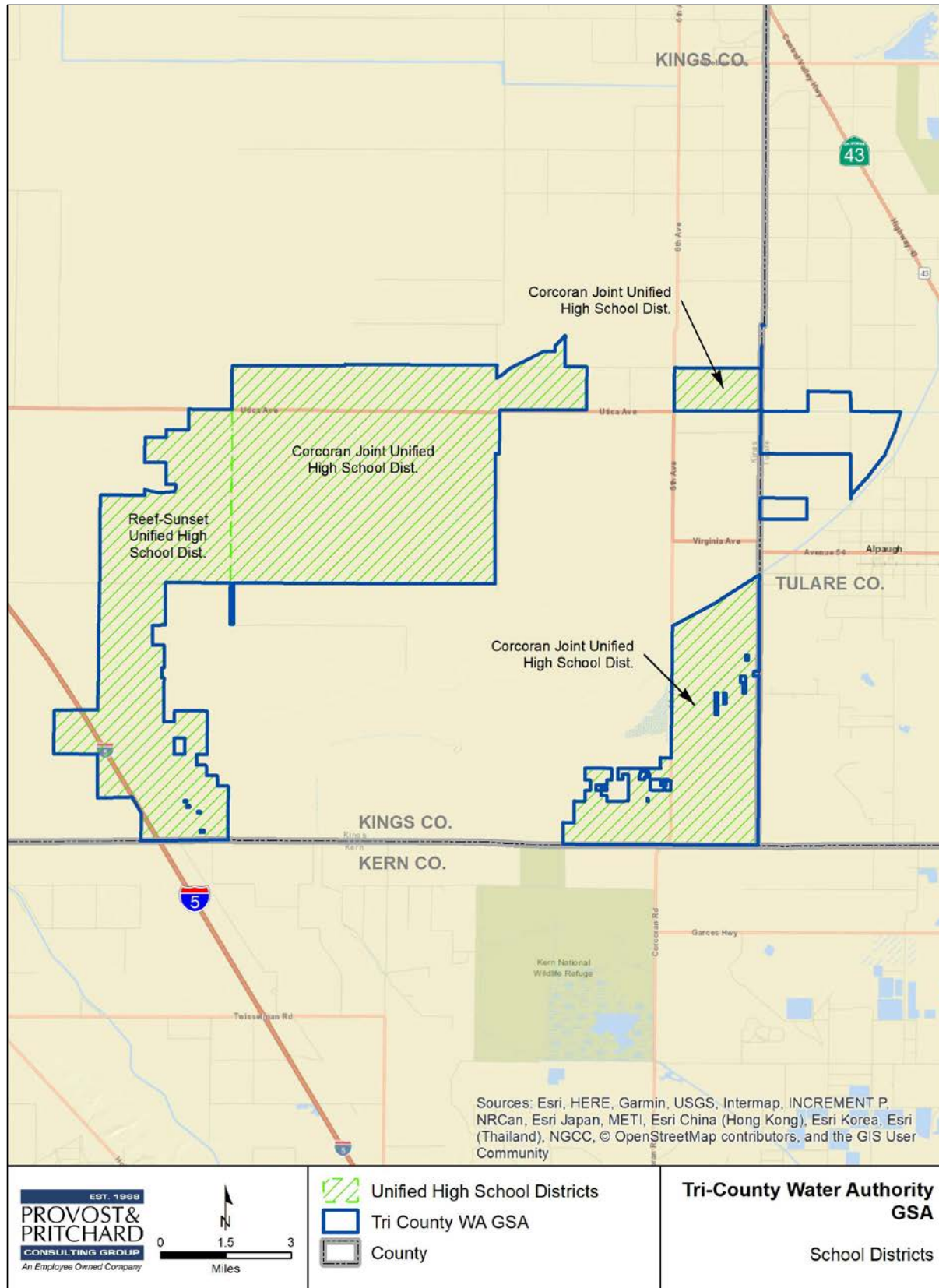


Figure II-5. School Districts within the Tri-County Water Authority GSA

D. Interested Persons List

SGMA Section 10723.4 “Maintenance of Interested Persons List” states:

“The groundwater sustainability agency shall establish and maintain a list of persons interested in receiving notices regarding plan preparation, meeting announcements, and availability of draft plans, maps, and other relevant documents. Any person may request, in writing, to be placed on the list of interested persons.”

In compliance with the SGMA requirement, all five of the Tulare Lake Subbasin GSAs established and maintain a list of interested persons, and routinely distribute meeting notices and relevant information to the stakeholders who have requested to be included. When collaborative outreach efforts are implemented between two or more GSAs, the Interested Persons Lists will be consolidated, and any duplicates will be removed. The GSAs will continue to grow their contact lists through the process discussed in **Section V.A.4.**

III. Stakeholder Survey and Mapping

Through ongoing communications and public education and outreach efforts described in [Section V](#), primary and secondary stakeholders will have the opportunity to have a voice in the GSP development process. This section discusses in detail the preliminary discussion with primary stakeholders, and implementation of the Stakeholder Survey, which will be a valuable source in collecting feedback from target audiences who have vested interests in how the implementation of the GSP will affect their interests.

A. Stakeholder Survey

III.A.1 Identification of Stakeholder Issues, Interests and Challenges

Stakeholder issues, interests and anticipated challenges are routinely discussed in Board of Directors and stakeholder/advisory committee meetings. Committee members represent the interests of the stakeholders identified for the Tulare Lake Subbasin GSAs ([Table II-3](#), [Table II-4](#), [Table II-5](#), [Table II-6](#) and [Table II-7](#)). Stakeholder surveys will be developed for specific GSAs to solicit input to identify issues, interests and challenges stakeholders are facing and concerned about. [Table III-1](#) outlines preliminary concerns, which will be taken into consideration during the GSP development process and used as a basis for the development of fact sheets and public meeting presentations for public outreach opportunities. For GSAs who do not circulate surveys, feedback will be solicited from

Table III-1. Stakeholder Issues, Interests & Challenges

Stakeholder Issues, Interests & Challenges	
Top Concerning Issues Regarding Groundwater Usage and SGMA:	<ul style="list-style-type: none"> • Economic impacts (loss of jobs, loss of complete industries, loss of tax revenue due to decrease in land values of fallowed ground) • Government regulations and involvement (i.e. SGMA and ILRP), and the impacts on investments and livelihoods • Overpumping and the subsequent legislation (over-regulation) • Long-term water quantity and quality • Fallowing of farmland (loss of production) • Water allocations for domestic use vs. agriculture production with SGMA implementation • Dry wells • Legal rights to groundwater (concerns of unequal representation amongst landowners) • Water usage (surface water vs. groundwater) • Decreased quality of food for California and the United States as a whole • Concerns that the agriculture industry will have to pay for SGMA implementation for all of the beneficial users of groundwater

III.A.2 Survey Questions

Stakeholders need to have an opportunity to be heard during the GSP development process, in addition to the involvement of the active stakeholders who represent their interests. The Stakeholder Survey is a way to gather information from these individuals. The process for conducting the Stakeholder Survey is discussed in [Section V.A.4](#). The final stakeholder surveys will be included in [Appendix B](#), in both English and Spanish. It should be noted that for Tulare Lake Subbasin GSAs who do not circulate a formal stakeholder survey, these questions may be used in one-on-one discussions with stakeholders. The GSAs who will circulate a Stakeholder Survey are identified in [Table III-2](#).

Survey questions recommended by the DWR are listed below.

1. Are you familiar with Sustainable Groundwater Management Act (SGMA) regulations?
2. Are you currently engaged in activity of discussions regarding groundwater management in this region?
3. Do you own or manage/operate land in this region?
4. Do you manage water resources? If yes, what is your role?
5. What is your primary interest in land or water resources management?
6. Do you have concerns about groundwater management? If so, what are they?
7. Do you have recommendations regarding groundwater management? If so, what are they?

GSAs may add questions to the survey as they specifically pertain to information and feedback needed from stakeholders and industries they represent within their boundaries. Those questions will be added to this section once developed.

If follow-up questions are needed further into the GSP development phase, a second Stakeholder Survey will be developed and circulated amongst stakeholders who completed the initial round of surveys.

Table III-2. GSAs Circulating Stakeholder Surveys

GSA	Survey Questions
El Rico GSA	Conducting verbal stakeholder survey discussions.
Mid-Kings River GSA	<ol style="list-style-type: none"> 1. Are you familiar with Sustainable Groundwater Management Act (SGMA) regulations? 2. Are you currently engaged in activity of discussions regarding groundwater management in this region? 3. Do you own or manage/operate land in this region? 4. Do you manage water resources? If yes, what is your role? 5. What is your primary interest in land or water resources management? 6. Do you have concerns about groundwater management? If so, what are they? 7. Do you have recommendations regarding groundwater management? If so, what are they?
South Fork Kings GSA	<ol style="list-style-type: none"> 1. Are you familiar with Sustainable Groundwater Management Act (SGMA) regulations? 2. Are you currently engaged in activity of discussions regarding groundwater management in this region? 3. Do you own or manage/operate land in this region? 4. Do you manage water resources? If yes, what is your role? 5. What is your primary interest in land or water resources management? 6. Do you have concerns about groundwater management? If so, what are they? 7. Do you have recommendations regarding groundwater management? If so, what are they?
Southwest Kings GSA	<ol style="list-style-type: none"> 1. Are you familiar with Sustainable Groundwater Management Act (SGMA) regulations? 2. Are you currently engaged in activity of discussions regarding groundwater management in this region? 3. Do you own or manage/operate land in this region? 4. Do you manage water resources? If yes, what is your role? 5. What is your primary interest in land or water resources management? 6. Do you have concerns about groundwater management? If so, what are they? 7. Do you have recommendations regarding groundwater management? If so, what are they?
Tri-County Water Authority GSA	Conducting verbal stakeholder survey discussions.

III.A.3 Stakeholder Survey Distribution

Printed and online distribution methods for the Stakeholder Survey are described in [Section V.A.3.2](#) and [Section V.A.4](#). For the Tulare Lake Subbasin GSAs who circulate surveys, results will be compiled and reviewed on a monthly basis by the respective Boards of Directors and technical teams.

B. “Lay of the Land” Overview

Results from Stakeholder Surveys will be compiled into a “Lay of the Land Overview” to categorize the feedback received so the technical team can utilize the information during the GSP development phase. This data will be sorted by:

- Type of stakeholder
- Key interests related to groundwater
- Key issues (documented or specific issues of past events)
- Which section of the GSP is this applicable to?

Results will also be used as a basis for the development of fact sheets and key messages and talking points ([Section IV](#)), as necessary to educate and inform stakeholders effectively.

III.B.1 Types of Stakeholders

Types of stakeholders with the greatest interests in the GSP development and resulting implementation efforts to reach groundwater sustainability include agricultural users, domestic well owners, municipal well operators, public water systems, surface water users, and disadvantaged communities.

Stakeholder surveys will be geared more specifically for agricultural users, domestic well owners, surface water users, and residents of disadvantaged communities. Representatives of municipal well operators, public water systems, local land use agencies and groundwater monitoring entities are integral parts of the GSAs’ active stakeholder groups, and are a more specific, smaller target audience. Surveys will not be tailored specifically for their interests, as information can be more easily gained and addressed through one-on-one conversations and collaborative discussions.

III.B.2 Stakeholder Key Interests Related to Groundwater

The key interests of stakeholders related to groundwater within the Tulare Lake Subbasin boundary include:

- Drinking water
- Domestic, everyday usage
- Agriculture – Farming, dairy, livestock
- Industrial (food processing)
- Recreational

III.B.3 Key Documented Issues

Several key documented water resources issues have affected, or have the potential to affect, the interests of stakeholders within the Tulare Lake Subbasin boundary. As key documented issues arise throughout GSP development, public review and implementation phases, they will be added to this section.

Specific issues within each GSA to be included here. Feedback/documented issues needed from GSA managers.

III.B.3.1 Tulare Lake Subbasin-Wide

- **Friant-Kern Canal Subsidence Issues** – In areas of Tulare and Kern counties, land subsidence along the Friant-Kern Canal (FKC) has increased within the past five years. The Visalia Times Delta published an article on August 18, 2017, “Sinking Friant-Kern Canal has \$500M problem.” According to the article, the canal has sunk two to three feet, mostly along a 25-mile stretch, and has already reduced the capacity of the key irrigation artery by 50 to 60 percent in some locations. Subsidence within the Tulare County area impacts the delivery of water to areas within the Kings County.

III.B.3.2 Southwest Kings GSA

- **Kettleman CSD Surface Water Treatment Plant** – Kettleman CSD is constructing a surface water treatment plant that will assist in returning the district’s water system back into compliance with the primary drinking water standard for arsenic. Wells servicing the community and the Reef-Sunset Unified School District well will be consolidated into the one surface water treatment plant. Water from the surface water treatment plant will become the primary source of water, with existing groundwater wells to be utilized as an emergency backup source. Construction began in September 2017 and is on schedule to be completed in June 2019.

Once constructed, water from the California Aqueduct (the district has acquired 900 acre-feet of water supply from the aqueduct, which flows through Kettleman City) will be pumped and then purified for delivery to local homes and businesses. The surface water treatment plant consists of a new aqueduct turnout built where the raw water supply will be metered, boosted with variable speed pumps, cleaned with an automatic self-cleaning strainer, and treated with a membrane filtration and chloramine disinfection treatment process. Construction will also include sludge ponds for discharge of the waste particles removed from the raw water. The treatment facility capacity is 900 gallons per minute (gpm) or 1.3 million-gallons-per-day (MGD). Treated water will be boosted to the district’s water storage tanks or the distribution system, depending on the demand.

- **Tulare Lake Compost: “Helping the Central Valley Grow Sustainably”** – The Sanitation Districts of Los Angeles County owns and operates Tulare Lake Compost, a state-of-the-art 175-acre composting facility located near Kettleman City. According to the website www.tularelakecompost.com, the composting facility uses an eco-friendly process to combine agricultural green wastes from the Central Valley with biosolids from Los Angeles County to create an optimal mixture for composting. Composting produces a stabilized, humus-like soil conditioner, that improves water retention, nutrient retention and agricultural productivity for San Joaquin Valley farmland. Greater water retention can reduce irrigation demand, ultimately conserving California’s water supply.

IV. Messages and Talking Points

Key messages and talking points will be broken down by phases and stakeholder groups, as different factors and issues will affect different groundwater interests. These messages and talking points are also prone to evolve as the GSP is developed, leaving this section open to being amended and finetuned as communication and engagement efforts move forward.

Fact sheets reflecting key messages will be developed and tailored for the specific GSP development, public review and implementation phases, and made available for public education efforts described in [Section V.A.3.2.](#)

IV.A.1 Key Messages & Talking Points

IV.A.1.1 Universal Key Messages

Universal key messages will be a consistent part of fact sheets and talking points throughout all phases of GSP development, public review and implementation.

- What is SGMA
- Common Uses of Groundwater
- What is the Role of a GSA
- Tulare Lake Subbasin's Overall Goal – Work collaboratively at the subbasin level to meet groundwater sustainability requirements with minimal impacts to the users of groundwater within the the subbasin boundary
- **GSA Purpose Statements**
 - **El Rico GSA:**
 - **Mid-Kings River GSA:**
 - **South Fork Kings GSA:**
 - Southwest Kings GSA: To implement SGMA regulations while working to protect the interests of landowners within the SWKGSA boundaries.
 - Tri-County Water Authority GSA: Cooperatively working towards groundwater sustainability by establishing a GSA and collaboratively developing a GSP used to manage groundwater in the Tulare Lake Hydrologic Region to accomplish measurable goals and prevent unreasonable harm to the subbasin.

IV.A.1.2 Phase 1: GSA Formation and Coordination

The Phase 1: GSA Formation and Coordination has been completed. During this phase, key messages centered around developing the Boards of Directors, official formation of the GSAs, and soliciting individuals who represent the interests of all beneficial usages and users of groundwater within the Tulare Lake Subbasin boundary to fill the seats of GSA Stakeholder/Advisory Committees.

IV.A.1.3 Phase 2: GSP Preparation and Submission

GSAs may develop a first fact sheet and make available on their individual website, as well as distribute at public outreach meetings and community organization presentations, and with stakeholder surveys. In addition to the universal key messages, the fact sheet for the GSP development and submission phase will include:

- Timeline of the GSP process
- Industry-related water usage and economic impacts – Common practices and conservation efforts (tailored for stakeholders within individual GSAs)
- Top concerns – Every day usage/lifestyle impacts, economic impacts, land fallowing
- Direction on providing input/voicing concerns (outreach meetings, stakeholder surveys)

IV.A.1.4 Phase 3: GSP Review and Evaluation

Once the draft of the Tulare Lake Subbasin's GSP is completed, GSAs may develop a second fact sheet. This fact sheet will also consist of the universal key messages, while the rest of the content will be focused on:

- Timeline of the GSP process
- Main points/overview of the GSP
- Process for public review of GSP draft and providing comments to the Tulare Lake Subbasin GSAs
- Additional key messages may be added for this phase.

IV.A.1.5 Phase 4: Implementation and Reporting

Once the Tulare Lake Subbasin's GSP has been submitted to the DWR, the implementation phase will begin, and key messages will be developed with a focus on implementation efforts that affect stakeholder groups, which will likely result in more than one fact sheet. As with the previous phases, universal key messages will be included.

IV.A.2 Likely Questions or Issues and Responses

The "Likely Questions or Issues" list in **Table IV-1** will evolve through the GSP development, public review and implementation phases. This table will expand as additional questions surface throughout the phases, and responses will be updated as the Tulare Lake Subbasin's GSP is developed and answers are more clearly defined.

Table IV-1. Likely Questions or Issues

Likely Question or Issue	Response	Phase
"Will I have to fallow my land?"	That information has not been determined yet, as we are in the preliminary stages of GSP development.	All
"How can I voice my concerns about how SGMA is going to affect me?"	The public is invited to attend GSA Board of Director and Stakeholder/Advisory Committee meetings to be informed about the progress of GSA and GSP development. Public outreach meetings will be held in 2018, and stakeholder surveys may be completed online (for GSAs that develop them), which will give the public a direct voice into the development of the GSP.	Phase 1, 2 & 3

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Likely Question or Issue	Response	Phase
"How much water are we going to be able to pump?"	That information has not been determined yet, as we are in the preliminary stages of GSP development.	All
"Are our ag pumps going to be metered? If so, who is going to pay for it?"	That information has not been determined yet, as we are in the preliminary stages of GSP development.	All
"What types of management actions and/or projects can improve groundwater conditions?"	That information has not been determined yet, as we are in the preliminary stages of GSP development.	All
"Can groundwater management activities improve water challenges in DACs?"	That information has not been determined yet, as we are in the preliminary stages of GSP development.	All

V. Venues for Engaging

There are a variety of opportunities, venues and methods for the Tulare Lake Subbasin GSAs to connect with and engage stakeholders throughout GSA formation, GSP development, GSP review, and GSP implementation phases. Stakeholder groups identified in **Section II** will be engaged in communication efforts as detailed in this section.

A. Direct Stakeholder Outreach

V.A.1 Collaboration Meetings – Active Stakeholders

As detailed in **Section II.A**, regular meetings with active stakeholder groups will be held during their regularly scheduled times. Members of the public and partners from other local agencies are encouraged to attend Tulare Lake Subbasin GSAs' Boards of Directors and Stakeholder/Advisory Committee meetings to voice their thoughts and concerns throughout the GSP development, public review and implementation phases. Meeting notices and agendas are routinely distributed to the Interested Parties List and are posted on the individual GSAs' websites (**Table V-2**).

Active stakeholder meeting days, times and locations are listed in the following subsection.

V.A.1.1 Boards of Directors Meetings

- **El Rico GSA** – First Wednesday of each month at 1 p.m. at the Tulare Lake Basin Water Storage District, located at 1001 Chase Avenue in Corcoran, California
- **Mid-Kings River GSA** – Second Tuesday of every month at 1 p.m. at the Kings County Water District, located at 200 Campus Drive in Hanford, California
- **South Fork Kings GSA** – Quarterly, third Thursday of every April, June, August and October at 5:30 p.m. at the Lemoore City Council Chambers, located at 429 C Street in Lemoore, California
- **Southwest Kings GSA** – Second Wednesday of every month at 3 p.m. at 286 W. Cromwell Avenue in Fresno, California
- **Tri-County Water Authority GSA** – Fourth Tuesday of every month at 1 p.m. at the Tri-County Water Authority, located at 944 Whitley Avenue in Corcoran, California

V.A.1.2 Stakeholder/Advisory Committee Meetings

- **Tri-County Water Authority GSA** – Fourth Tuesday of every month at 10 a.m. at the Tri-County Water Authority, located at 944 Whitley Avenue in Corcoran, California

V.A.2 Educational/Outreach Public Meetings

V.A.2.1 Stakeholders

Educational/outreach public meetings will be scheduled for Phase 2: GSP Preparation and Submission, Phase 3: GSP Review and Evaluation, and Phase 4: Implementation and Reporting (see **Section VI** for the proposed meeting schedule). These meetings will be important as the GSP will affect all groundwater users within the Tulare Lake Subbasin GSAs' jurisdictions, and the impact of the SGMA implementation is

significant. Stakeholders are already inquiring about the impacts of implementation, while many stakeholders are unaware of the SGMA. Spanish translation services will be available at educational/outreach public meetings.

- **Phase 2: GSP Preparation and Submission** – Public meetings held during Phase 2 will be geared towards an overview of SGMA, overview of the GSP development process, public review and implementation (what stakeholders can expect), distribution of stakeholder surveys and solicitation of stakeholder input, and question/answer sessions. This segment of public meetings will give stakeholders an opportunity to be involved in GSP development and share their thoughts and concerns. Possible venues within the Tulare Lake Subbasin are listed in **Table V-1**. GSAs will hold individual meetings, as well as joint GSA meetings where target stakeholder audiences are within more than one GSA.
- **Phase 3: GSP Review and Evaluation** – During Phase 3, the draft of the Tulare Lake Subbasin GSP will be distributed for public review. During the public review period, public meetings will be held at the same venues as during Phase 2 (**Table V-1**). The presentation will include an overview of the GSP and will give stakeholders the opportunity to comment on the draft in a public forum. As in Phase 2, GSAs will hold individual meetings, as well as joint GSA meetings where target stakeholder audiences are within more than one GSA.
- **Phase 4: Implementation & Reporting** – Public meetings will be crucial during Phase 4 and will likely be ongoing to educate stakeholders on implementation requirements and guide them through the steps to compliance and groundwater sustainability.

V.A.2.2 Community Organizations & Others

Community organizations, public agencies and other entities are listed in **Table II-8**, and will be contacted to schedule opportunities to present at their respective meetings throughout the GSP development phase. Presentations will include an overview on SGMA and why it is important to them, an explanation of the GSP development process, including an awareness of the public review period. In addition, the Tulare Lake Subbasin GSAs will work with these organizations and agencies to distribute stakeholder surveys, public outreach meeting notices, and educational information via email distribution, social media posts, and printed materials.

V.A.2.3 Meeting Notification Process

Stakeholders will be invited to public meetings through distribution of meeting notices to Tulare Lake Subbasin GSAs' district/member agency distribution lists, community organizations' contact lists, and press releases and public service announcements. Press releases will be distributed to local media outlets announcing the meeting dates, times and locations. Local community organizations, such as the Kings County Farm Bureau, will be asked to distribute meeting notices via email blasts to their membership/contact lists. When GSP implementation begins, and specific stakeholders need to be informed of upcoming compliance requirements, addresses of white area property owners within the GSAs' boundaries can be obtained through the County of Kings. Postcards are most cost effective for mailing and can later be used to expedite meeting check-in and track attendance, if required during the implementation phases.

V.A.2.4 Ideal Venues

Venue locations will need to have a capacity to hold large audiences. The location list in **Table V-1** will be updated with additional information and other venue possibilities as meetings are scheduled, and venue availability and rental price is confirmed. Tulare Lake Subbasin GSAs will work with disadvantaged communities and community organizations such as Self-Help Enterprises, Community Water Center and Leadership Counsel for Justice & Accountability to hold outreach meetings at convenient times and locations within the DACs/SDACs.

Section V: Venues for Engaging Tulare Lake Subbasin Communication & Engagement Plan

Table V-1. Potential Public Meeting Venues & Locations

Venue	Location	Contact Information
City of Hanford City Council Chambers (Hanford Civic Auditorium)	Hanford	400 N. Douty Street, Hanford, CA 93230 Contact: John Doyel, City Engineer; Telephone: (559) 585-2571; Email: jdoyel@cityofhanfordca.com Contact: Parks & Recreation Department; Telephone: (559) 585-2525
City of Lemoore Council Chambers	Lemoore	429 C Street, Lemoore, CA 93245 Contact: Nathan Olson, City Manager; Telephone: (559) 924-6700; Email: nolson@lemoore.com
City of Lemoore Civic Auditorium	Lemoore	435 C Street, Lemoore, CA 93245 Contact: Lemoore Parks & Recreation Department; Telephone: (559) 924-6767; Email: parksandrec@lemoore.com
City of Lemoore Veterans Memorial Building	Lemoore	411 W. D Street, Lemoore, CA 93245 Contact: Lemoore Parks & Recreation Department; Telephone: (559) 924-6767; Email: parksandrec@lemoore.com
County of Kings Board of Supervisors Chambers	Kings County	1400 W. Lacey Boulevard, Admin Building No. 1, Hanford, CA 93230 Contact: Julianne Phillips, Division of Water & Natural Resources; Telephone: (559) 852-2447; Email: julianne.phillips@co.kings.ca.us
Kettleman City Elementary School Cafeteria	Kettleman City	701 General Petroleum, Kettleman City, CA 93239 Contact: Kristi Castillo, Principal; Telephone: (559) 386-5702
Lakeside Community Church	Hanford, Corcoran	16942 10 th Avenue, Hanford, CA 93230 Contact: Stan Plooy, Pastor; Telephone: (559) 836-3696; Email: stan.plooy@gmail.com
Stratford Elementary School Cafeteria	Stratford	20227 1 st Street, Stratford, CA 93266 Contact: Bill Bilbo, Principal; Areida Guzman, School Secretary; Telephone: (559) 925-2605 Email: bbilbo@central.k12.ca.us ; aguzman@central.k12.ca.us

V.A.3 Printed Communication

V.A.3.1 Branding

Branding is defined as the process of creating distinctive and durable perceptions in the minds of a target audience. A brand is a specific look – a persistent, consistent, unique identity for an organization, making it easy for an audience to identify an organization through its consistent and frequent use of branding. The Tulare Lake Subbasin GSAs have developed individual brands that will be incorporated in all forms of communication and engagement with the public, which includes consistent usage of the official logo, fonts and colors. When printed materials are developed for the all of the Tulare Lake Subbasin GSAs, all five logos will be utilized. The Tulare Lake Subbasin GSAs' Branding Summary is included in **Appendix A**.

V.A.3.2 Printed Materials

Printed materials will incorporate the visual imagery established through branding efforts and will be tailored for specific means of communication throughout the phases of GSP development, public review and implementation. All printed materials will be translated into Spanish.

- **Fliers** – Fliers will be designed and tailored for secondary stakeholder audiences and will encompass infographics and text with key messages that are pertinent for that phase of GSP development. Distribution will be via website posting, direct mail, email, and direct distribution as handouts at schools, community organization meetings, GSA and subbasin outreach meetings, or door-to-door. For outreach to DACs/SDACs, any fliers created will be available in both English and Spanish languages.
- **Fact Sheets** – Fact sheets will be developed and updated for each of the GSP phases and will include a section with an overview of SGMA facts, and development, public review and implementation timelines. Fact sheets will be available for download on the Tulare Lake Subbasin GSAs individual websites, distributed at public meetings and community organizations/entities meetings, and emailed to the Interested Parties Lists and other community organizations' email distribution lists. Fact sheets will be available in both English and Spanish languages.
- **Letter Correspondence** – When letter correspondence is necessary, particularly during the public review and implementation phases, letters will be distributed via email and/or direct mail. Letters will include pertinent facts and explanations that need to be communicated to specific stakeholder groups.
- **Presentation Materials** – Power Point presentations will be utilized at educational/outreach public meetings. If a Power Point isn't possible to display for a meeting, display boards printed at 24-inch x 36-inch or larger in size will be used and set up on easels. Handouts of presentations and smaller versions of display boards can be distributed to stakeholders in attendance, emailed to the Interested Parties list, and posted on individual GSAs' websites for stakeholders to access, particularly if they were unable to attend.
- **Stakeholder Surveys** – Digital creation and distribution of Stakeholder Surveys is discussed in **Section V.A.4**. For stakeholders who do not have access to the Internet to complete Stakeholder Surveys online, hard copies will be available at educational/outreach public meetings and will be distributed via direct mail upon request. Water districts will distribute surveys to their customers with monthly invoices or as separate mailers. A Spanish version will also be created for distribution within DACs/SDACs. As hard copy results are received, they will be added to the GSA-specific Google Form version of the Stakeholder Surveys in-house to efficiently tabulate survey results.
- **Newsletter** – Annual or bi-annual newsletters will be created during the GSP implementation phase to inform stakeholders of compliance requirements and groundwater sustainability updates, opportunities and programs within the Tulare Lake Subbasin. The newsletter will be distributed to those on the Interested Parties Lists, posted on individual GSAs' websites, and to others who have specific roles and compliance requirements during the GSP development, public review and implementation phases.
- **Other Printed Materials** – Other printed materials may be developed during the GSP development, public review and implementation phases. These documents will also be available in both English and Spanish versions.

V.A.4 Digital Communication

Digital communication outlets will also be designed to incorporate Tulare Lake Subbasin GSAs' branding and will be a significant mode of communication through the GSP development, public review and implementation phases.

- **Websites** – Public meeting notices, agendas and minutes of the Board of Directors and Stakeholder/Advisory Committee meetings will be posted on the individual GSAs' websites. These websites will serve as integral resources for stakeholders within the Tulare Lake Subbasin boundary. Electronic files of printed materials, presentations and other educational resources, and direct links to stakeholder surveys (English and Spanish versions) will be accessible via the websites.

As fact sheets are created during the development, public review and implementation phases, a webpage with the same content will be incorporated into the current website sitemap and will be updated as the fact sheet is updated/redesigned. This will serve as a way for stakeholders to easily educate themselves on the GSP process and phases.

Table V-2. Tulare Lake Subbasin GSAs' Websites

GSA	Website
El Rico GSA	None
Mid-Kings River GSA	www.midkingsrivergsa.org
South Fork Kings GSA	southforkkings.org
Southwest Kings GSA	www.swkgsa.org
Tri-County Water Authority GSA	tcwater.org
Kings River Regional Groundwater Info Portal (an additional online informational resource)	kingsgroundwater.info

- **Stakeholder Surveys** – Stakeholder surveys were discussed in **Section III.A**, and will be used for the deliberate polling of stakeholders to give them a direct voice in the GSP development phase. For the GSAs who administer stakeholder surveys, they will be created via Google Forms, and links to English and Spanish versions of the surveys will be posted on the individual GSAs' websites and will be utilized in email blasts to the Interested Parties Lists. Google Forms is free of charge to use, and survey results can be easily exported into Excel to sort through for the GSAs. The distribution process of stakeholder hard copies is described in **Section V.A.3.2**, and a copy of the final surveys (English and Spanish versions) will included, once developed, as **Appendix B**.
- **Email Distribution** – As required by SGMA 10723.4 “Maintenance of Interested Persons List,” the Tulare Lake Subbasin GSAs maintain contact lists and regularly distribute emails to those who have expressed interest in the GSAs' progress. These emails consist of meeting notices and other documents that are pertinent to the Tulare Lake Subbasin GSAs and their communication efforts. This process will continue.

Email blasts for meeting notices, stakeholder surveys, public review notices, and other crucial information will be coordinated with community organizations and stakeholder groups by utilizing their distribution lists. Examples of these organizations are Kings County Farm Bureau, Self-Help Enterprises, chambers of commerce, and irrigation districts within the individual GSAs' boundaries. A complete working list of organizations are listed in **Table II-3**.

V.A.5 Media Coverage

Press releases and public service announcements (**PSA**) will be written and distributed to the media list of local newspaper publications, and television/radio stations. These press releases and PSAs will focus on notification of public engagement opportunities such as targeted stakeholder meetings, stakeholder survey circulation, public review/comment processes and opportunities, and GSP implementation.

Direct story pitches will be made when necessary via direct communication with news outlets throughout GSP development and implementation phases. These story pitches will focus on GSP development status updates, how public input is being used, and general overview of SGMA and how it will affect stakeholders (residents and industry) within the Tulare Lake Subbasin boundary.

Table V-3. Kings County Media Outlets

Media Outlet	Submission Information
Business Journal	Submit: Online Website: www.thebusinessjournal.com Telephone: (559) 490-3400
Fresno Bee	Submit: lgriswold@fresnobee.com Website: www.fresnobee.com Telephone: (559) 441-6104
Hanford Sentinel	Submit: editor@HanfordSentinel.com Website: www.hanfordsentinel.com Telephone: (559) 582-0471
KMJ News Talk Radio	Submit: ruth.michaels@cumulus.com Website: www.kmjnow.com Telephone: (559) 490-5967
The Corcoran Journal	Submit: jmstnews@yahoo.com Website: www.thecorcoranjournel.net Telephone: (559) 992-3115
Valley Voice	Submit: catherine@ourvalleyvoice.com Website: www.ourvalleyvoice.com Telephone: (559) 972-7778

VI. Implementation Timeline

The timeline for implementing the Tulare Lake Subbasin's Communication & Engagement Plan will be broken down by phase:

- Phase 1: GSA Formation and Coordination – 2015 through 2017 (**Figure VI-1**)
- Phase 2: GSP Preparation and Submission – 2017 through 2019 (**Figure VI-2**)
- Phase 3: GSP Review and Evaluation – 2019 through 2020 (**Figure VI-2**)
- Phase 4: Implementation and Reporting – 2020 and ongoing

The timeline is tentative and subject to change with the progression of the GSP development, public review and implementation phases.

Placeholder

Figure VI-1. Tulare Lake Subbasin Communication & Engagement Timeline – Phase 1: GSA Formation and Coordination

Placeholder

Figure VI-2. Tulare Lake Subbasin Communication & Engagement Timeline – Phase 2: GSP Preparation and Submission, and Phase 3: GSP Review and Evaluation

VII. Evaluation and Assessment

A. Evaluation and Assessment Process

Having an established “checks and balances” process is essential in keeping public outreach goals on target. SGMA and the resulting GSP will affect everyone within the sub-basin, and outreach efforts must be all-encompassing. To evaluate and assess how outreach efforts are performing as compared to the goals and objectives detailed in the Communication & Engagement Plan, the Tulare Lake Subbasin GSAs have established a process:

VII.A.1 Outreach Reports

GSA management will provide periodic updates to their Board of Directors. These updates will include, but will not be limited to:

- Status of upcoming outreach events and recaps of past outreach events
- Milestone updates/revisions
- Review/input and approval of printed materials (fliers, fact sheets, talking points, etc.)
- Results and status updates of stakeholder surveys and/or discussions

VII.A.2 Milestone Review

Once per quarter or as determined, the GSA management will facilitate a more in-depth discussion with their Boards of Directors for feedback regarding communication and engagement efforts for the stakeholder groups they specifically represent. Quarterly milestone reviews will also be conducted for subbasin-level outreach efforts with the Subbasin Management Team.

These discussions will cover:

- What has worked well?
- What hasn't worked as planned or could be finetuned for more effective results?
- Lessons learned
- Outreach needs that should be added to the implementation timeline
- Next steps

VII.A.3 Subbasin-Wide Outreach Tracking

The Tulare Lake Subbasin GSAs will submit a summary of completed public outreach efforts to the Subbasin's Public Outreach Coordinator on a quarterly basis. The summaries will be added to the appendices in the Subbasin's Communication & Engagement Plan and will be included in the final GSP submitted to the DWR in January 2020.

Quarterly summaries should include:

- Public outreach meetings and workshops (locations, times, target audience, number of people who attended).
 - For each, include PDF copy of agenda, handouts and presentation materials.
- PDFs of any distributed printed or digital materials distributed (public outreach workshop notices, informational materials posted within communities, email blasts, press releases, newsletters, etc.)
 - For each, include date distributed, methods of distribution, and number distributed to (if applicable).

Appendix A

Subbasin-Wide Correspondence with Native American Tribes

Appendix B

El Rico GSA Public Outreach Tracking

GSA Branding Summary

Logo



Appendix C

Mid-Kings River GSA Public Outreach Tracking

GSA Branding Summary

Logo



Color Schemes

- Dark Blue (Top & Bottom River Line): CMYK (87-68-0-0); RGB (51-94-172)
- Lighter Blue (Middle River Line): CMYK (85-50-0-0); RGB (27-117-188)

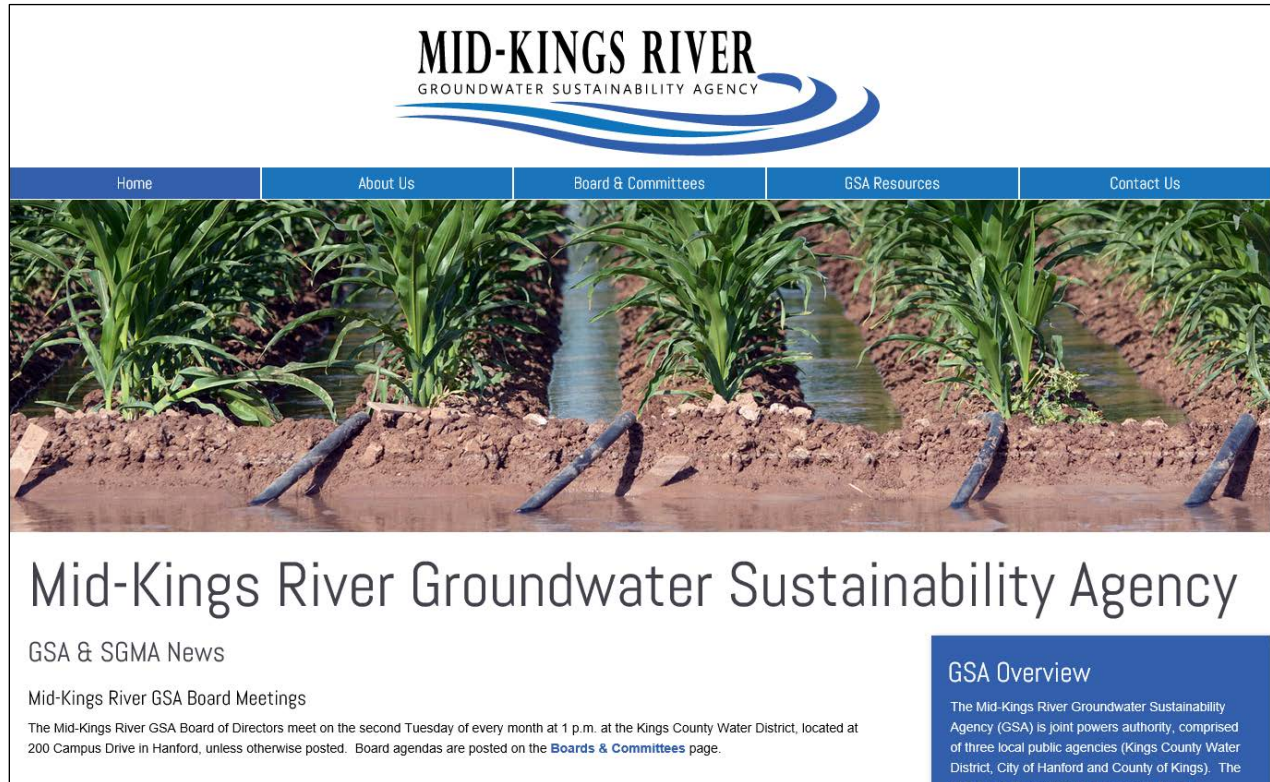
Website – www.midkingsrivergsa.org

The Mid-Kings River GSA's website went live in May 2018 for the purpose of informing stakeholders about the GSA, public outreach opportunities, and as a resource with SGMA-related information. A site map is outlined below:

- **Homepage – www.midkingsrivergsa.org**
 - Introduction of Mid-Kings River GSA
 - GSA News
- **About Us – www.midkingsrivergsa.org/about_us**
 - Overview of SGMA
 - About the Mid-Kings River GSA
 - Member Agencies
 - Mid-Kings River GSA Information (links to Notice of Intent, JPA Members Agreement, GSA Boundary Map, Subbasin Boundary Map)
- **Board & Committees – www.midkingsrivergsa.org/board**
 - Board of Directors (Agendas, Minutes, List of Board Members)
 - Stakeholder Committee
 - Technical Advisory Committee
- **GSA Resources – www.midkingsrivergsa.org/resources**
 - SGMA-Related Resources

Appendix C: Mid-Kings River GSA Public Outreach Tracking Tulare Lake Subbasin Communication & Engagement Plan

- Other Tulare Lake Subbasin GSAs (links)
- Partnering Agencies (links)
- **Contact Us – www.midkingsrivergsa.org/contact_us**
 - Questions (telephone and email)
 - Location/Mailing Address
 - Interested Parties List Sign-Up Form



Picture 1. Screenshot of www.midkingsrivergsa.org Homepage

Appendix D

South Fork Kings GSA Public Outreach Tracking

GSA Branding Summary

Logo

South Fork Kings GSA Logo

Appendix E

Southwest Kings GSA Public Outreach Tracking

GSA Branding Summary

Logo



Color Schemes

- Dark Blue (S in logo): CMYK (100-63-0-50)
- Bright Blue (W in logo): CMYK (100-78-17-3)
- Medium Blue (K in logo): CMYK (73-46-0-50)

Website – www.swkgsa.org

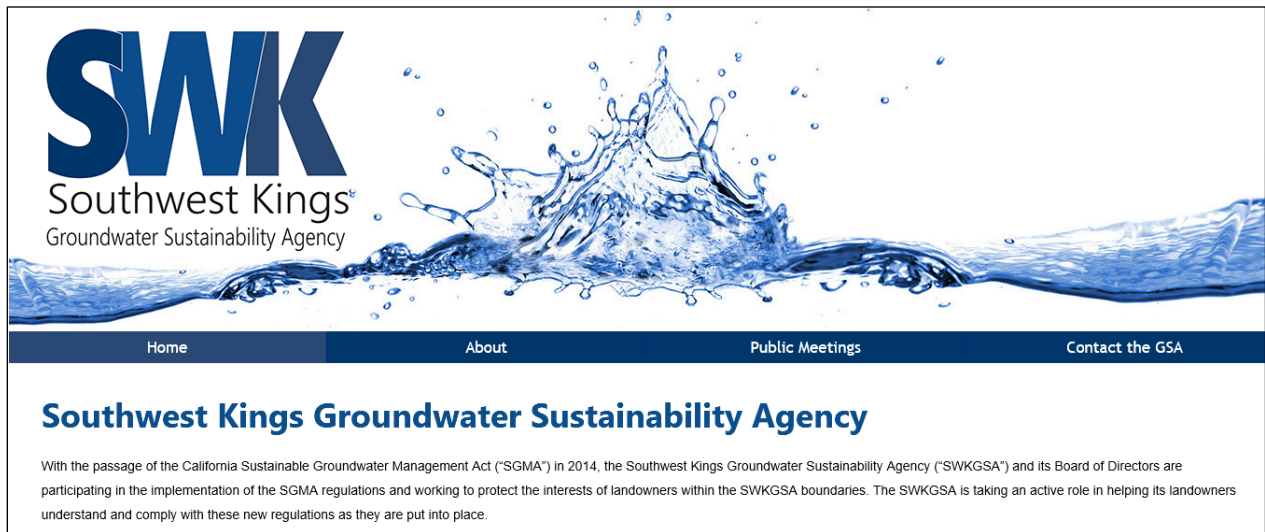
The Southwest Kings GSA launched a website in March 2017 as a key avenue to inform stakeholders about the GSA, public outreach opportunities, and as a resource with SGMA-related information. A site map is outlined below:

- **Homepage – www.swkgsa.org**
 - Introduction of Southwest Kings GSA
 - Important Dates
 - News & Press Releases
 - Quick Links to GSA Boundary Map and SGMA-Related Resources
- **About SGMA & SWKGSA – www.swkgsa.org/about_swk**
 - What is SGMA?
 - SGMA and the Southwest Kings GSA
 - SWKGSA Information (links to boundary map, Bylaws & Policies, JPA Members Agreement, Cost-Sharing Agreement)
 - Governance (Board of Directors, Alternate Directors, GSA Members, Management/Consultant Team)

Appendix E: Southwest Kings GSA Public Outreach Tracking

Tulare Lake Subbasin Communication & Engagement Plan

- **Public Meetings – www.swkgsa.org/meetings**
 - Public Hearings
 - Board Meetings (Agendas and minutes)
 - Public Outreach Workshops
- **Contact the GSA – www.swkgsa.org/contact**
 - Questions
 - Location
 - Interested Parties List Sign-Up Form



Picture 2. Screenshot of www.swkgsa.org Homepage

Appendix F

Tri-County Water Authority GSA Public Outreach Tracking

GSA Branding Summary

Logo

