



## Vina SHAC Fee Study Outreach Planning

-Prepared by Hansford Consulting and Rollins PR Consulting

### 1. Review and Adjust Fee-Setting Goals and Outreach Objectives

#### Fee-Setting Goals

- Examine all fee setting options allowable under SGMA that are legally defensible.
- Establish a fee structure that the Vina GSA Board of Directors will adopt with confidence.
- Secure a fee structure adopted with maximum buy-in from those who will be charged the fee including interested parties, stakeholders, and the community.
- Provide a fee structure that supports the financial obligations and budget needs of the Vina GSA.
- Demonstrate due diligence to incorporate input and knowledge received during the outreach process into the fee-setting process.

#### Outreach Objectives

- Maintain transparency throughout the project.
- Communicate why a new fee study is being conducted and identify key considerations being explored.
- Engage stakeholders/interested parties in the conversation and obtain their concerns and identified opportunities in establishing a new fee structure.
- Provide a clear explanation about the Vina GSA's operating budget and how the budget supports actions identified in the GSP that will secure groundwater sustainability for the basin.
- Explain potential fee structure options in a clear, easy to understand manner.
- Provide ample opportunities for stakeholders and impacted public to review and comment on fee structure options.

*Q1. Do you have any comments on the outreach objectives? Do you think we have missed anything?*

### 2. Identify High-Priority Stakeholders and Engagement Options (*focus groups/roundtables, one-on-one meetings, etc.*)

#### • Engagement Priorities

- Small water systems
- JPA Members
- Cal Water
- Tuscan Water District
- Absentee landowners (mostly large agricultural landowners)
- Range land parcel owners
- Large agricultural operations businesses
- Environmental justice / disadvantaged communities
- Environmental (wetlands)

*Q2. What do you think are the top areas of concern for specific groups mentioned above? Specify for each group.*

*Q3. GSA has provided a list of stakeholder groups from last fee study, but were any groups missed? The list does not have any local water interest groups – what about wetland and environmental groups in particular. Has anyone been left out of the conversation to date?*

*Q4. General, public outreach was conducted last fee study. This fee study will be more targeted with outreach – more focus groups with key interested/impacted parties, and emails to interested persons who have signed up to receive ongoing communications. Are there other more targeted avenues to explore?*

*Q5. What is the best way to meet with certain groups? Specify for each group.*

### **3. Broad Introduction to New Fee Study and Purpose**

- Address the ‘why’ and identify specific areas to be explored
  - Media release
  - Fact Sheet

*Q6. Are there any local agency newsletters or publications we should be contact for future articles? Are certain social media channels more effective in this area than others – if used?*

### **4. Fee Structure Specifics**

- Before the consultants present benefits and drawbacks of fee structure options, provide input on the current fee structure and ideas

*Q7. Is there anything you really like about the current fee structure? Is there anything you want considered in the next look at fee structure?*



Fee Study  
Outreach and Engagement Introduction  
May 22, 2024

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## Today's Goals

- Confirm fee setting goals
- Gain input about outreach priorities and objectives
- Identify SHAC resources and connections to stakeholders
- Obtain information to guide outreach plan development

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## Outreach and Engagement Planning

### Information and Input Needed from the SHAC:

1. Review and Adjust Fee-Setting Outreach Objectives
2. Identify High-Priority Stakeholders and Engagement Options
3. Outreach Tactics Feedback

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## Fee Study Goals

- Examine all fee setting options allowable under SGMA that are legally defensible.
- Establish a fee structure that the Vina GSA Board of Directors will adopt with confidence.
- Secure a fee structure adopted with maximum buy-in from those who will be charged the fee including interested parties, stakeholders, and the community.
- Provide a fee structure that supports the financial obligations and budget needs of the Vina GSA.
- Demonstrate due diligence to incorporate input and knowledge received during the outreach process into the fee-setting process.

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## Outreach and Engagement Objectives

- Maintain transparency throughout the project.
- Communicate why a new fee study is being conducted and identify key considerations being explored.
- Engage stakeholders/interested parties in the conversation and obtain their concerns and identified opportunities in establishing a new fee structure.
- Provide a clear explanation about the Vina GSA's operating budget and how the budget supports actions identified in the GSP that will secure groundwater sustainability for the basin.
- Explain potential fee structure options in a clear, easy to understand manner.
- Provide ample opportunities for stakeholders and impacted public to review and comment on fee structure options.

## SHAC Feedback

*Do you have any comments on the outreach objectives?*

*Do you think we have missed an objective?*

## Identify High-Priority Stakeholders

### Engagement Priorities

Small Water Systems	JPA Members
Cal Water	Tuscan Water District
Environmental groups	Environmental Justice / DACs
Large Ag. Operations Businesses	Rangeland Parcel Owners
Absentee Landowners (mostly large agricultural)	

### SHAC Feedback

*What do you think are the top areas of concern for specific groups identified above?*

*What about wetland and environmental groups in particular?  
Has anyone been left out of the conversation to date?*

## Identify Engagement Strategies

General public outreach was conducted last fee study. This fee study will be more targeted with outreach – more focus groups with key interested/impacted parties, and emails to interested persons who have signed up to receive ongoing communications.

### Strategies

- Focus groups
- Individual/Agency-specific meetings
- Roundtables with similar interests

### SHAC Feedback

*Are there other more targeted avenues to explore?*

## Sample Interview Questions for Development of Other GSA Fees

Do you have an opinion about what may be a fair and equitable way to develop a fee structure?

In your opinion, what are the major considerations that should be kept in mind about your representative group when developing the fee?

Do you have an opinion about whether some minimum (base) fee should be paid by all properties within the GSA?

What are the merits and concerns of the current revenue source and structure?

## Outreach Tactics for this Fee Study

- Get ahead of the conversation and control the narrative
- Be honest and transparent

### **How?**

- Create the Outreach Plan (updatable)
- News release to announce new Fee Study and why it is being conducted
- Create new FAQ document to address current, established fee; goals and objectives of new study

## SHAC Feedback

*Are there any local agency newsletters or publications we should be contact for fee study articles?*

*Are certain social media channels more effective in this area than others – if used?*

*What else would be helpful to know and consider when developing the outreach plan?*

## Specific SHAC Feedback

The fee consultant will present benefits and drawbacks of different fee structures for the Vina GSA but before we do:

*Is there anything you really like about the current fee structure?*

*Are there any particular fee structure ideas you want us to explore for Vina?*