

04.26.19 Breakout Group Notes

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
Q1. One Funding Request or Multiple?	Funding should be seeked with one allocation, which may require different funding mechanisms, such as assessment for dams and county-wide fees for HCP. Approach should be carefully planned with specific project descriptions and grouping projects with similar purpose. Agency should hire consultant to survey electorate to determine what projects should be funded and cull any projects which are not deemed a priority. Advantage of this approach is the one allocation will prevent voter fatigue. Disadvantage is that if rejected, all will fail; hence, the need for careful planning and outreach.	It'd be difficult to get all items onto one single funding request; therefore, multiple request may be more appropriate. Funding types should be grouped by like activities, O&M for reservoirs should be one package, Special Tax should be seeked where appropriate. Agency should bundle as much as possible to avoid voter fatigue. Agency should also coordinate with GSA to avoid overlap.	Agency should determine what are its immediate needs. Deferred O&M at the dams should be separated. Should some of these projects be funded by GSP? Or, should Agency explore a JPA approach to build credibility? If JPA is an option, Agency should explore sale of assets for transition funding until JPA is formed. Agency should also explore charging fees to fund some of its projects.	Agency should seek multiple funding types for ongoing maintenance of dams, deferred maintenance and general daily operations. Once costs have been broken out, Agency needs to determine the best approach to secure voter approval.	Agency should package costs into one or two packages. Agency should prioritize projects and include top priority in package 1. Reason for only two packages is to prevent voter fatigue of multiple requests, it will allow voters to identify projects and allow the agency to bundle like items. Agency should consider the possibility that voter will reject all items if bundled into one or two packages.	Agency should seek multiple funding mechanisms and explore JPA County-Wide options.
Q2. What types of Fundings to seek?	Agency should explore all funding types, it should seek grants for the development of HCP, studies, and one-time projects. County-wide special tax for environmental projects. Fees based on transactions with the caveat that those will be unpredictable, but they can be based on crop values, fertilizer sales, extraction fees, carbon tax, and regulatory fees. Last, agency should explore taxes and assessments with sunset provisions.	Agency should explore multiple funding types, it should seek water usage fees and work closely with GSA, also if working with GSA can Agency/GSA explore a sales tax/special tax revenue stream? Special Assessments which should be spread evenly over parcels, Agency should seek water usage fees and drive towards efficient water usage, adopt tiered rates as well as ways to increase water efficiency. A concern of these fees is that they are not a stable revenue source as water usage will change over time. COLA should be automatically applied to fees.	Agency should explore multiple funding types; fees, assessments, and special taxes. Fees can include, fines, enforcement/trespass fees, and extraction fees. Assessments for dam repairs from a public safety concern standpoint and benefit clearly identified to avoid disputes. Agency should also explore assessments for existing repairs, future unanticipated repairs and depreciation of dams. There should be a suite of projects and seek funding for these. Agency should also perform a short-term analysis of needs and priorities. Is it viable to have ONE special tax to fund all projects?	Agency should explore multiple funding types such as fees, special taxes, and assessments. Agency should breakdown what funding vehicle can be used for each category. Can an extraction fee be used for O&M? Dam deferred maintenance should be its own separate funding. Ongoing maintenance should be funded through a maintenance fee. All approaches should be fair and equitable, and increases should be included for future years.	Agency should consider multiple funding types including private funding, leasing assets (land), and private funding for renewable energy sources. Assessments should be seeked for environment component and Agency should work with GSA to avoid duplication of efforts.	The approach will be difficult, but Agency should involve ALL stake holders. Agency should explore multiple funding types, such as grant funding for one-time projects, assessments for existing needs and future operational requirements. Water extraction fees should be considered. Private funding should also be seeked. Can SLOCO pay for O&M of the dams.
Q3. How to get info out to voters?	Agency needs to collaborate with ALL stakeholders to survey and understand what they would be willing to fund. Agency should also consider hiring a PR consultant to develop a clear message as well as a financial consultant to develop a plan. Can the agency fund this through ad-valorem taxes?	Agency needs to develop a transparent/collaborative approach and clearly state this is a multi-benefit approach. Agency should also partner with cities to develop an easier to tell story and seek the cities support by explaining the benefits of safe drinking water, environment, climate change, and affordable housing. Information conveyed needs to be accurate and an early PR strategy needs to be developed.	Agency needs to consider high costs of the Bond/Special Tax public outreach, for example Santa Clara VWD spent \$5M in an earlier process. Agency should also seek the expertise of business councils and Ag Leadership groups. Ultimately, Agency needs to meet with ALL stakeholders in its outreach and develop a simple message focusing on the impacts of not receiving this funding.	Agency needs to provide truthful and transparent information to the voters. Need to develop a model to understand the variability in results and present this to stakeholders. Explain why water metering is necessary. Agency needs to educate the public about basins while also considering who we are educating. Would it be 2/3 of voters? 218 voters? Countywide? The educational material should be tailored to the group.	Agency should reach out to academic institutions to deliver its message with a direct and concise message. An idea would be to develop a PR approach around general election as this is a time in which voters are more interested. Social media is a powerful tool which is underutilized. These communication vehicles can be used to share information about workshops, newsletters, etc. Educational workshops to provide information on impacts of vote with hands on simulations. Also, Agency should allow the public to participate in projects through volunteerism.	Agency should hire a consultant to develop a public outreach campaign to deliver information to public and stake holders. Agency needs to develop a budget to fund these costs. The critical message of the PR firm should be to emphasize the consequence of the rejection of the assessment/fee/special tax. Other important things to consider is, can urban centers participate in revenue source collection? What will the agency look like going forward?
Q4. Concerns with the effort required to get any funding passed	Unaddressed	Unaddressed	Can Agency afford the accelerating cost of doing business? Should Agency consider morphing with GSA? Agency may need to make organizational changes due to funding sources such as sections for GSA, Dams, Water Recycling, Etc. Also, County of Monterey should provide more funding to the Agency.	Agency should also explore other funding sources; can Urban Community pay?	Agency needs to capitalize on existing assets for other funding sources such as; leasing land for solar energy generation, private investing in current infrastructure for the Hydro Plan for example, and alternative methods of water storage/distribution.	Unaddressed