Communications Program and Resources

Building awareness, trust, and stakeholder alignment for sustainable groundwater management in the North American Subbasin

SGA Board Meeting

October 8, 2026

Presented by: Jim Peifer, Executive Director

SGA

SACRAMENTO GROUNDWATER AUTHORITY

Primary and Support Goals

Primary Goal

“Increase awareness, understanding, and trust in SGA's groundwater management activities among interested parties who influence, regulate, manage, or have an interest in groundwater resources, while supporting implementation of SGA's groundwater management priorities.”

Supporting Goals

Regional Role	Trusted Authority	GSP Support
Build understanding of regional groundwater and SGA’s mission.	Establish SGA as a trusted source for Subbasin data.	Support informed participation and GSP implementation.

Target Audiences

- **Priority Audiences**:
  - SGA Board Members and Member Agencies
  - Local Elected Officials and Managers/Executive Staff
  - Planning and Development Staff (i.e., city and county planning departments and community development departments)
  - NASb GSA's and Technical Partners
  - State agencies, including the Department of Water Resources (DWR), State Water Board, and Other State and Federal Partners
  - Water Forum Members

- **Supporting Parties**
  - Water Industry (i.e., ACWA and water agencies outside SGA)
  - Development and Business Community
  - Research/Academic Institutions

- **General Awareness**
  - Interested Members of the Public and Community Organizations

SGA

Strategic Necessity & Value

Align Priorities: Focus activities on SGA strategic goals, with a specific focus on GSP implementation, monitoring, conjunctive use, water quality, and stakeholder engagement.

Build Early Awareness: Prioritize educating and building understanding and awareness among key stakeholders.

Leverage Existing Resources: Utilize established RWA and partner communication platforms and resources whenever practical.

Synchronize Agency Outreach: Coordinate schedules and messaging across SGA, Regional Water Authority, Water Bank, and NASb to prevent duplicate efforts.

Highlight SGA's Role: Emphasize SGA's unique leadership in monitoring, management, and protecting regional groundwater.

SGA

Recommended Core Activities

- **Quarterly Newsletters & Alerts:** Publish a quarterly electronic newsletter for basin updates and engagement, supplemented by timely email alerts for milestones (e.g., Annual Reports, workshops, grant awards).
- **Targeted Website Updates:** Refresh existing SGA website content to improve public understanding while ensuring materials can easily transition to a future site redesign.
- **Core Communication Tools:** Develop standardized assets—including key messages, fact sheets, FAQs, and presentation templates—to ensure consistent messaging across all channels.
- **Digital & Media Outreach:** Leverage press releases, blog posts, op-eds, and existing RWA channels to highlight milestones, emerging issues, and SGA's role.
- **Planning Professional Engagement:** Target local planners and land-use officials via direct briefings, concise factsheets, and professional networks (APA, AEP) to integrate groundwater data with local planning.
- **Key Stakeholder Briefings:** Conduct periodic virtual or in-person briefings for elected officials, business interests, and environmental organizations to foster regional awareness and dialogue.

Proposed Key Milestones

Editorial Calendar: Anticipated Key Milestones

- **Aug – Sep 2026 | Water Accounting Release:** Launch the dashboard update to highlight public data access, basin tracking, and SGA's regional management role.
- **Sep 2026 | 5-Year SGMA Update:** Kick off the NASb GSP evaluation, explaining lessons learned and improved monitoring data.
- **Fall 2026 | Monitoring & Public Workshops:** Tell the "underground data" story (water levels and water quality) alongside formal GSP public review and engagement workshops.
- **Fall 2026 – Early 2027 | Planning Integration & GSP Adoption:** Engage local planning departments with tailored fact sheets, culminating in GSP adoption news releases and transition updates.
- **Winter 2026 – Spring 2027 | Recharge, Quality & Ecosystems:** As Warranted: Highlight wet-year recharge and recovery.
- **Jan/Feb 2027:** Focus on water quality monitoring (Regional Contamination Issues Committee).
- **Spring 2027:** Showcase groundwater-dependent ecosystems and environmental ties.
- **Jan – Mar 2027 | Annual Review & Outlook:** Recap major year-round achievements (including the RWA annual recap) and outline ongoing post-adoption management steps.

SGA

Questions and Discussion

SGA

SACRAMENTO GROUNDWATER AUTHORITY