

**Committee Members**

City of Seaside

*Ian Oglesby - Chair*

Monterey Peninsula Water  
Management District

*George Riley*

City of Del Rey Oaks

*John Gaglioti*

**SEASIDE GROUNDWATER BASIN WATERMASTER**

**NOTICE**

**PUBLIC AWARENESS COMMITTEE**

**MEETING, JANUARY 11, 2022**

**11:00 A.M. – via Zoom Teleconference**

**AGENDA**

**IN KEEPING WITH GOVERNOR NEWSOMS EXECUTIVE ORDERS N-29-20 AND N-35-20,  
THE MEETING WILL BE CONDUCTED BY VIDEO CONFERENCE.**

**YOU MAY ATTEND AND PARTICIPATE IN THE MEETING AS FOLLOWS:**

**JOIN FROM A COMPUTER OR HAND-HELD DEVICE.**

**(NOTE: ZOOM APP MAY NEED TO BE DOWNLOADED FOR SAFARI OR OTHER  
BROWSERS PRIOR TO LINKING.)**

<https://us02web.zoom.us/j/87498191557?pwd=NDhha1M5akFyc2dyU2pQUdUa1QrQT09>

**If joining the meeting by phone, dial either of these numbers: +1 408 638 0968 US (San Jose) or  
+1 669 900 6833 US (San Jose)**

**If problems are encountered joining the meeting via the link above, try using the following  
information in your Zoom screen:**

**Meeting ID: 874 9819 1557 Password: 101003**

**I. CALL TO ORDER**

**II. ROLL CALL**

**III. PUBLIC COMMUNICATIONS:** Presentations will be limited to three minutes. In order that the speaker may be identified in the minutes of the meeting, it is helpful if speakers state their names.

**IV. MINUTES:** None

**V. NEW BUSINESS:**

**A. Formation of the Watermaster Public Awareness Committee (PAC)**

**i. Develop mission statement, goals, objectives**

**VI. OLD BUSINESS:** None

**VII. OTHER ITEMS**

**VIII. NEXT MEETING:** February 8, 2022 11:00am

**IX. ADJOURNMENT**

*If requested, the agenda and documents in the agenda packet shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof.*

**SEASIDE GROUNDWATER BASIN WATERMASTER**

TO: Public Awareness Committee

FROM: Laura Paxton, Administrative Officer

DATE: January 11, 2022

SUBJECT: Formation of the Watermaster Public Awareness Committee (PAC)

-----  
**RECOMMENDATIONS:**

It is recommended that the PAC develop mission statement, goals, objectives.

**BACKGROUND:**

At the September 1, 2021 Watermaster Board meeting, an item of discussion was public awareness about the need for Seaside Basin replenishment water. The Board in general expressed strong support of Watermaster raising public awareness of the danger of seawater intrusion into the critically over drafted Basin and endangering all water supply projects as they rely on Basin storage to operate.

Director Riley felt public presentation should be undertaken cautiously and should include a planned solution containing a financial component. Director Albert felt the public needed to be educated as to what Watermaster does and what the plight of the Basin is, not necessarily offer a plan or solution. He stressed the board needed to be in complete agreement on the message presented. Director Carbone expressed her support. Supervisor Askew suggested that after deeper sustainability planning with SGMA “partners” Watermaster present the public the situation and a plan moving forward, with a balance needed between technical information and public and political will, being careful to choose the best messenger and the correct tone. Mayor Oglesby supported non-political outreach now rather than waiting to have a solution or plan in place. For the board to stand behind the presentation, Director Cook looked forward to replenishment modeling providing a firm acre-foot per year amount needed for Basin sustainability. Director Riley recommended forming a committee of board members to set presentation parameters and objectives.

**DISCUSSION:**

The following ideas are offered to assist the board in formation of the PAC.

Mission: Build public recognition of the severe depletion of water and threat of seawater intrusion into the Seaside Groundwater Basin through media, messaging, and an organized set of communication tactics to engage local knowledge and resources.

Goals: Speak out to increase visibility and engage the public in developing a solution: Generate interest, get people to start thinking, get people to seek more information, garner enthusiasm and support

Objectives: Target an audience

Identify any partners in PAC efforts

Develop a presentation

Develop a mode of communicating the presentation

In person

Digital media – website, blog, video ads, Facebook

Printed media – newspaper, billboard, magazine, newsletter

Watermaster's charge is to protect the Basin against the serious risk of seawater intrusion by raising groundwater levels. With that in mind, I felt the following information on the regional issue of groundwater threat important to be considered by the PAC.

Data on flows into and out of the Seaside and adjacent basins is coming to light as Groundwater Sustainability Plans (GSPs) are being developed for the subbasins of the Salinas Valley Basin Groundwater Sustainability Agency (SVBGSA). Significant over drafting (i.e., more pumping than can be sustained) has been identified in the GSP for the 180/400' Aquifer Subbasin (180/400' ASB) and the Monterey Subbasin (MSB). Water flows out of the Seaside Basin filling the depleted MSB Marina/Ord area that borders the Seaside Basin to the north. The flow out of the Seaside Basin in turn flows out of the MSB into the critically over drafted 180/400' ASB (see attached map).

The outflow from the Seaside Basin is substantial. Pascual Benito of Montgomery and Associates, Watermaster's contracted hydrogeological consultants, emphasized "*that in all the previous modeling of historical conditions as well as all the future replenishment scenario models we have done, the outflow to the Monterey/Ord area of the Salinas Valley comprises the single largest non-pumping outflow from the Seaside subbasin. Part of that is just by virtue of it being the longest boundary with such a big cross-sectional area, and since there is no actual physical flow barrier separating the subbasins, even small or modest groundwater gradients towards the Marin/Ord area turn into very big outflows.*" Although not confirmed yet as consistent with Watermaster modeling work or the Basin Management Action Plan, outflows from the Seaside Basin along its northern boundary into the MSB have been estimated in the MSB GSP at 1,300 acre-feet per year (AF/year) from 2004-2018; and from the MSB to the 180/400' ASB upwards of 12,000 AF/year for the same period. An excerpt from the MSB GSP reads, "*...projected water budget results indicate that overdraft conditions within the Monterey Subbasin will be substantially mitigated if adjacent basins [180/400' Subbasin] are managed sustainably and Sustainable Management Criteria are achieved.* This is true not only in the Marina Ord area of the MSB but also in the Corral de Tierra area of that basin. Furthermore, the MSB GSP Table ES-2 Water Budget Results shows that when protective boundary conditions are achieved in the 180/400' ASB, the Seaside Basin not only ceases outflow, it *GAINS* 453 AF/year inflow from the MSB.

The GSPs for the two basins call for obtaining supplemental sources to become sustainable. The SVBGSA has proposed in the 180/400' ASB GSP nine preferred projects and four alternative projects, one being the Cal Am desalination plant expanded in size to become a regional water replenishment facility. The 180/400' ASB is currently seeking \$7.6 million in a first round of Department of Water Resources grant funding available for critically over drafted basins. A \$200 million state grant for high priority basins (such as the MSB) was announced December 15<sup>th</sup>. It is expected that the federal government will fund regional solutions. Seaside Basin could take measures such as installing production wells in the Northern Coastal or Northern Inland Subareas at appropriate locations to create a groundwater depression closer to the Seaside-Marina boundary that would reduce or prevent northern outflows however bear in mind that there is no mechanism yet known for Watermaster to directly obtain grant funding for projects.

In the long run, it may be in the Basin's best interest, and more financially tolerable, for Watermaster to consider in its replenishment efforts supporting the SVBGSA in obtaining grant funding toward its subbasins' sustainability thereby stemming flows out of the Seaside Basin and achieving significant and affordable in lieu replenishment.

Note: Mr. Jaques has applied for membership on the SVBGSA Monterey Subbasin Implementation Committee, awaiting committee function and inter-committee coordination to be clarified.

**ATTACHMENTS:**

1. Further thoughts on Goals and Objectives
2. Map of Seaside Basin in relation to the Monterey and 180/400' Aquifer Subbasins

**ATTACHMENT 1**

**Further thoughts on Goals and Objectives**

Develop and implement a marketing and outreach plan

Marketing and Outreach Message – i.e., “Save the Basin”

Form partnerships to promote an integrated message. SVBGSA is applying for basin sustainability grants from the State; applications often ask for the degree of public education effort

Conduct market segmentation research to understand what motivates their customers interest and use the information to develop segmented marketing strategies, including the use of selected media (e.g., Web sites, newspaper advertisements, radio, and TV), that target and deliver specific messages to subsets of the community. Leverage existing segmentation research.

Establish an incentive. For example:

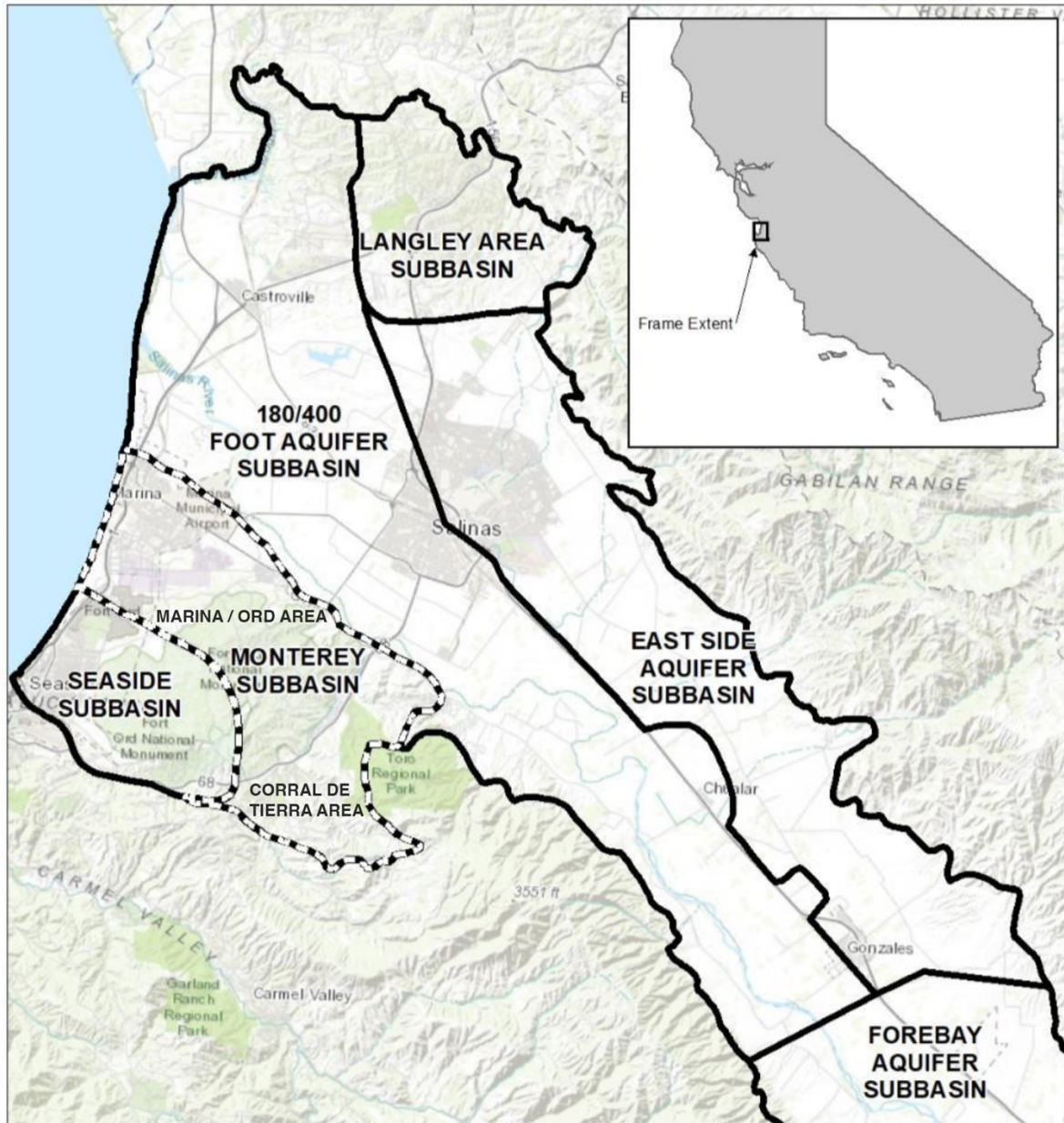
- What if the Basin becomes unusable? To what degree would water costs skyrocket and health be at risk?
- Once the basin is protected, Watermaster could sunset and that charge could be eliminated from water bills

Conduct public education sessions

Use multiple communication channels to maximize the potential for the public to hear or read about basin threat. For example:

- Design promotional brochures depicting basin dynamics, post the brochures on Web sites, and make print brochures for distribution
- Seek crowd funding of replenishment, detailing financial and technical need, as an outreach tool on social media, in newspapers, and on Web sites.
- Present a 1,000 AF/year Challenge advertised on Web sites, radio, and news releases.
- Have elected officials convey the importance of protecting the basin.

## ATTACHMENT 2

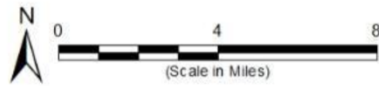


**Legend**

- Monterey Subbasin
- Other Groundwater Subbasins within Salinas Valley Basin

**Sources**

1. Basemap is ESRI's ArcGIS Online world topographic map, obtained 19 June 2020.
2. DWR groundwater basins are based on the boundaries defined in California's Groundwater, Bulletin 118 - 2018 Update.



**Monterey Subbasin**

Monterey Subbasin  
Groundwater Sustainability Plan  
June 2020

**Figure 1-1**

Path: X:\180009\AW\aps\2020\06\Fig-1-1\_MontereySubbasin.mxd