

# Chapter 8

## Education, Outreach and Public Participation

### 8.1 Outreach to Public Agencies

Coordination with and outreach to various public agencies was an integral part of the SWRP<sup>25</sup> development process. The SCVURPPP Management Committee and the SCVURPPP C3 Provision Oversight Ad Hoc Task Group (C3PO AHTG) were closely involved in the development of the SWRP.

The development of the SWRP was coordinated with the development of local GSI Plans. SCVURPPP conducted the following workshops to educate municipal staff about GSI requirements, opportunities, and implementation:

- “Developing Your Green Infrastructure Program and Identifying Opportunities to Turn Gray to Green” Workshop, April 25, 2016 – The workshop included presentations on developing and implementing municipal GSI Plans, review of public projects for identifying GSI opportunities, and a group exercise to review an example CIP project list for GSI opportunities. The workshop also included an optional field trip to the Hacienda Avenue Green Street in Campbell. The workshop attracted approximately 80 participants. (A second similar workshop for San Jose staff on May 9, 2016 trained an additional 27 participants.)
- “Green Infrastructure Design and Implementation” Workshop, April 19, 2017 - The workshop included presentations on GSI design guidelines; implementing GSI projects; integrating GSI into other public works projects such as bicycle and pedestrian facilities; overview of the forthcoming SCVURPPP GSI Handbook; and GSI landscape and maintenance considerations. Approximately 94 municipal staff attended the workshop.
- Workshop on Funding Options for Green Stormwater Infrastructure and Related Programs, February 15, 2018 – The workshop included information on funding concepts, structures, fees, case studies and legislation used to support stormwater and other infrastructure systems financially and programmatically. A total of 24 municipal staff and consultants attended the workshop.
- Workshops on Green Stormwater Infrastructure Handbook, Part 2: Details, April 10 and April 24, 2018 – These workshops were held to obtain input from municipal staff and utility companies on Part 2 (Details and Specifications) of the SCVURPPP GSI Handbook. The GSI Handbook consists of two parts: Part 1 provides guidance on selection, integration, prioritization, siting, and maintenance for GSI measures. Part 2 provides engineering details and specifications that can be customized for construction plan

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<sup>25</sup> Refer to the List of Abbreviations on page v for all abbreviations.

submittals by designers, developers and municipal agencies. A total of 124 municipal staff attended the workshops.

- Presentations to Local Agencies - SCVURPPP staff gave presentations at local agency meetings to educate municipal staff from various departments on GSI requirements, developing the GSI Plan Framework, and/or reviewing Capital Improvement Program (CIP) project lists for GSI opportunities. Presentations were given at the following agencies: City of Palo Alto (March 31, 2016); Town of Los Altos (May 3, 2016); City of Sunnyvale (June 2, 2016); City of Monte Sereno, City of Saratoga, and Town of Los Gatos staffs (April 20, 2016 and July 12, 2016); City of Santa Clara (July 29, 2016 and August 3, 2016); Town of Los Altos Hills (January 10, 2017); City of Cupertino (February 27, 2017 and March 6, 2017); City of Campbell, and City of Milpitas (July 14, 2016)). In addition, SCVURPPP staff met with County of Santa Clara staff to discuss GSI retrofit opportunities in three County parking lots.

## **8.2 Stakeholder Outreach**

### **8.2.1 Stakeholder Outreach Plan Implementation**

Meaningful public participation goals, objectives, and strategies are critical to involving the public in the process of recommending and pursuing projects and programs in their communities. A SWRP Stakeholder Outreach, Education, and Engagement Plan (Stakeholder Outreach Plan) was prepared to coordinate and guide outreach activities to involve stakeholders in the development of the SWRP, and obtain input on issues that are important to them. The Stakeholder Outreach Plan identified the goals of stakeholder involvement, described the tasks that would be implemented to conduct outreach to stakeholders, and included a schedule for completion of tasks.

Stakeholder outreach for the SWRP was conducted to meet the following goals:

- Inform stakeholders on the SWRP process and the need for developing multi-benefit green infrastructure projects.
- Obtain stakeholder input in identifying locations and types of multi-benefit green infrastructure projects, and project concepts.
- Obtain feedback on the initial prioritized list of potential project locations.

The following key messages were conveyed to stakeholders:

- Using stormwater as a resource.
- Need for multi-benefit green infrastructure projects.
- Local agency requirements and efforts to develop green infrastructure projects, with examples.
- What is the SWRP and why is it needed?

- Process for identifying, assessing, and prioritizing green infrastructure projects.

The Stakeholder Outreach Plan is provided in Appendix 8-1. Table 8-1 indicates the status of tasks identified in the plan.

**Table 8-1. Status of Stakeholder Outreach Plan Tasks**

<b>Task</b>	<b>Description</b>	<b>Status</b>
1	Stakeholder Group Formation	<ul style="list-style-type: none"> <li>• Completed. Contacted potential stakeholders in summer of 2018 and established a Stakeholder Group consisting of representatives from the following sectors: academic, business, civic/public policy, environmental, housing/neighborhoods, conservation, local and state government, and transportation.</li> </ul>
2	Quarterly Updates	<ul style="list-style-type: none"> <li>• Information sent as needed.</li> </ul>
3	Stakeholder Group Meetings	<ul style="list-style-type: none"> <li>• Held meetings on October 4, 2017 and April 23, 2018.</li> </ul>
4	Webpage Development and Maintenance	<ul style="list-style-type: none"> <li>• Completed internal draft. Webpage was launched June 30, 2018.</li> </ul>
5	Public Meeting	<ul style="list-style-type: none"> <li>• Held meetings on August 28, 2018 and September 6, 2018.</li> </ul>
6	Development of a Community Partnership Strategy for SWRP Implementation	<ul style="list-style-type: none"> <li>• Described in the SWRP Implementation Strategy in Section 7.</li> </ul>

### **8.2.2 Identification and Inclusion of Specific Audiences**

The SWRP stakeholder outreach effort was built upon the process currently underway through the SCVWD’s One Water Plan project. The SCVWD convened a Stakeholder Working Group (SWG) of diverse representatives from the following sectors: academic, agriculture, business, civic/public policy (including environmental justice), environmental, housing/neighborhoods (including Disadvantaged Communities and Economically Distressed Areas), conservation agencies, local and state government, tribal government, recreation, transportation, and water supply/quality.

For the SWRP process, stakeholders were solicited from the SCVWD’s SWG, and from other local organizations that are interested in stormwater issues. Local organizations that provided letters in support of the SCVWD and SCVURPPP’s Proposition 1 Grant application, developers,

and engineering firms were also invited to participate on the SWRP Stakeholder Group. Additional stakeholders were invited based on suggestions from the SWRP Technical Advisory Committee. The list of Stakeholder Group participants is included in Appendix 8-2.

### **8.2.3 Summary of Stakeholder Participation**

Two Stakeholder Group meetings were held to share information and solicit input on the SWRP. Stakeholders were informed about the SWRP via multiple emails, and invited to attend the meetings. A fact sheet on the SWRP was also developed and distributed to stakeholders. Stakeholder meeting highlights are provided below:

- Stakeholder Group Meeting #1, October 14, 2017 - At this meeting, stakeholders were provided an overview of the SWRP planning process and the metrics and methodology for identifying, assessing and prioritizing potential project locations. Following the meeting, a memorandum describing the metrics and methodology was sent to stakeholders, along with a spreadsheet for submitting stakeholder-planned projects.
- Stakeholder Group Meeting #2, April 23, 2018 - At this meeting, the project identification and prioritization results were presented to stakeholders. They were also updated on projects selected for quantification of benefits and possible conceptual design.

Stakeholder Group meeting materials are included in Appendix 8-3.

Prior to the start of the SWRP development effort, the SCVWD hosted the following five Stakeholder Work Group meetings to inform attendees about the SCVWD's "One Water Plan", during which discussion of stormwater related issues and the SWRP occurred<sup>26</sup>.

- April 11, 2016 – Coyote Watershed Stakeholder Work Group Meeting # 1
- June 16, 2016 - Coyote Watershed Stakeholder Work Group Meeting #2
- August 18, 2016 – Coyote Watershed Stakeholder Work Group Meeting #3
- September 15, 2016 – Coyote Watershed Stakeholder Work Group Meeting #4
- October 19, 2016 – Coyote Watershed Stakeholder Work Group Meeting #5

SCVURPPP held a Development Community Workshop on November 29, 2018 to present information on the SWRP and GSI Plans to local builders, developers, and engineering consultants. The workshop also included an overview of the SCVURPPP GSI Handbook. A total of 36 consultants attended the workshop. Workshop materials are included in Appendix 8-4 and posted in the SWRP Resource Library.<sup>27</sup>

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<sup>26</sup>For the purpose of the One Water Plan, the SCVWD divided the County into five major watershed areas, four of which coincide with the SWRP planning area – Coyote, Guadalupe, West Valley and Lower Peninsula Watersheds. The SCVWD held several Stakeholder Work Group meetings to help establish the overall vision, goals, and objectives of the One Water Plan, and then began development of the Coyote Watershed Plan.

<sup>27</sup> [http://scvurppp.org/scvurppp\\_2018/swrp/resource-library/](http://scvurppp.org/scvurppp_2018/swrp/resource-library/)

## **8.3 Public Outreach**

### **8.3.1 Public Education and Engagement in Plan Development**

Two public meetings were held to present the Public Draft SWRP to stakeholders and the general public to obtain their feedback. The meetings were held on August 28, 2018 and September 6, 2018, and included an update on the SWRP development process, overview of the SWRP content, and posters of example project concepts. Public meeting materials are included in Appendix 8-5. SCVURPPP and SCVWD staff made a presentation to the Peninsula-South Bay Watershed Forum titled “Planning and Implementation of Green Infrastructure in Local Watersheds” on December 6, 2016 in Palo Alto. Topics included green infrastructure requirements, design, and case studies, and background on the SWRP and One Water Plan. The Watershed Forum is a meeting of local citizens, agencies, and organizations working on watershed-related issues for the purpose of networking and sharing information.

SCVURPPP staff also made a presentation at the State of the San Francisco Estuary Conference titled “Municipal Green Stormwater Infrastructure Planning” on October 11, 2017 in Oakland. The presentation described the development of the SWRP and its relationship to municipal GSI Plans. The presentation was attended by representatives of numerous resource agencies, environmental organizations and municipalities, as well as interested members of the public.

### **8.3.2 Future Community Engagement in Local Project Design and Implementation**

As projects are implemented there will be further opportunities for community engagement. Stakeholder input will be sought as individual projects are planned, designed, and constructed. This step will increase stakeholder involvement in the project design and develop partnerships needed for implementation and operation and maintenance. Mechanisms of community engagement may include the following:

- Posting information on GSI and individual projects on local agency websites.
- Including articles on GSI and individual projects in local agency newsletters.
- Distributing project information via direct mailings, and/or posting information on social media sites (Facebook, Next Door, etc.).
- Presenting project information at neighborhood meetings.
- If needed, conducting bilingual outreach to engage residents and businesses located in Disadvantaged Communities (DACs).

Stakeholder involvement will also be included as part of the process for future updates to the SWRP, as described in the SWRP Implementation Strategy in Section 7.

## 8.4 Outreach Tools

### 8.4.1 Outreach Materials

SCVURPPP developed the following outreach materials to inform and educate the general public, municipal staff, and elected officials on GSI and the SWRP:

- Outreach Materials for the General Public– A fact sheet entitled “Greening Our Streets, Buildings, and Parking Lots” was developed to educate the general public about green infrastructure. The fact sheet is included in Appendix 8-6. In addition, SCVURPPP staff worked with the Watershed Watch Campaign<sup>28</sup> consultant to develop a Green Streets webpage on the Watershed Watch website<sup>29</sup>. This webpage is promoted in Watershed Watch online advertisements to educate residents on LID features that they can integrate into their yards and gardens components, and generate support for future green street projects. Digital advertisements promoting LID features (rain gardens, pervious pavement, and rainwater harvesting) were developed and included in Watershed Watch advertising.
- Outreach Materials for Elected Officials – A fact sheet entitled “Integrating Green Infrastructure into Public Streets, Roads, Buildings, and Parking Lots” was developed to educate elected officials on the green infrastructure requirements in the MRP. The fact sheet is included in Appendix 8-7. Program staff also developed a model staff report and resolution for municipal agencies to use when presenting their GSI Plan Frameworks to elected officials.
- Outreach Materials for Municipal Staff – SCVURPPP staff researched and developed a guidance document (“GSI Handbook”) on GSI project design guidelines, details, and specifications. The GSI Handbook includes two parts. Part 1, General Guidelines, provides guidance on selection, integration, prioritization, siting, and maintenance for GSI measures. Part 2 provides engineering details and specifications that can be customized for construction plan submittals by designers, developers, and municipal agencies.

In addition to the GSI Handbook, SCVURPPP staff researched and prepared project-specific fact sheets describing the following constructed GSI Projects:

- Martha Gardens Green Alleys Project, San Jose
- Hacienda Avenue Green Street Improvement Project, Campbell
- Southgate Neighborhood Green Street Project, Palo Alto
- Allston Way Green Street Project, Berkeley
- San Pablo Avenue Green Street Project, El Cerrito

The fact sheets and GSI Handbook are available in the SWRP Resource Library<sup>30</sup>.

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<sup>28</sup> The Watershed Watch Campaign is SCVURPPP’s umbrella outreach campaign.

<sup>29</sup> <http://www.mywatershedwatch.org/residents/green-streets/>

<sup>30</sup> [http://scvurppp.org/scvurppp\\_2018/swrp/resource-library/](http://scvurppp.org/scvurppp_2018/swrp/resource-library/)

#### **8.4.2 SWRP Webpage**

A webpage for the SWRP has been developed, and is hosted on the SCVURPPP website at [http://scvurppp.org/scvurppp\\_2018/swrp/](http://scvurppp.org/scvurppp_2018/swrp/). The webpage includes the SWRP documents and maps, materials from the TAC and Stakeholder Group meetings, information on SCVURPPP and local agency GSI planning efforts, and a Resource Library. It also include a form for submitting comments on the Public Draft SWRP during the comment period. Following completion of the final SWRP, the webpage will include a description of the process and a form for submitting project information for the next SWRP update.