



## STAKEHOLDER INVOLVEMENT AND COORDINATION

**Development of the Proposal:** The project partners identified in **Attachment B** worked closely together and with the stakeholders in our current project's SAC and TAC (see below) to determine the need for additional services beyond the current program's offerings, and what program elements were critical to adequately address those needs. Thus, this proposal reflects the enhancements and identified gaps of a successful program currently in operation in which all of the noted stakeholders are involved.

**Identifying Stakeholders:** To ensure the project reaches far into the target community, a Stakeholder Advisory Committee (SAC) will be developed comprised of members such as livestock owners who have previously participated in the program, livestock community leaders such as members of the Horsemen's Associations, Water District officials and watershed groups. To leverage in-kind resources and ensure comprehensive and effective projects are completed, a Technical Advisory Committee (TAC) will be established comprised of NRCS employees, County officials, RCD staff, UCCE, and experts on BMP installations such as manure bunkers, vegetated filter strips and pasture management. Additionally, the project has engaged Horses for Clean Water as a TAC member to provide program advisement. See nineteen attached support letters showing commitment to serving on SAC/TAC and project team.

**Stakeholders Roles in Project:** The SAC will be convened as needed and its members accessed individually to provide feedback and recommendations on effectively recruiting participation, engaging the livestock community, and identifying topics of key interest. SAC relationships are often the key that opens the door to livestock organizations, publications and peer groups while lending the program credibility and putting potential participants at ease. The TAC will be convened as needed and its members accessed individually to identify priority BMPs, inform project activities and will be extremely active in the evaluation, assessment, prioritization and selection of Implementation Sites. Through their input, decisions will be made as to which sites lend themselves the highest quality BMP installations to obtain the greatest improvements to water quality in high priority watersheds. Both the SAC and the TAC's input will be strongly considered before any project implementation decisions are made.

**Mechanisms for Stakeholder Involvement:** Following kick off and orientation events, we will primarily communicate with the TAC and SAC via e-mail and telephone conference calls. We have found in the past that it is extremely difficult and unnecessary to convene all members over the entire course of the project. When the Implementation Site selection process starts, all members of the TAC will be requested to visit sites and attend at least one meeting to finalize Implementation Site selection.

**Public Outreach Activities:** We will give presentations to local livestock groups such as Horse / Cattlemen's Associations and breed specific groups, staff tabling displays at livestock focused outreach events and run articles in local publications to recruit participation in the SAC, TAC and all program activities. Additionally we will give presentations at the Annual RCD Meeting and Conference and the Non-Point Source Conference to engage agencies statewide in implementing the program in their region.

**Watershed and/or Partnerships Developed:** The addition of four new Resource Conservation Districts to the project team is a new regional partnership born out of this project planning process. With early program success evidenced in the Monterey Bay Area, these new RCDs are enthusiastic to pilot the program in their areas. They have already engaged local stakeholders to comment on the project and will continue to work with local SAC/TAC members to refine the program assistance toward local priorities.

**Local, State and Federal Agency Cooperation:** The following agencies were all consulted and provided feedback on this project plan and will continue to be accessed to ensure the project is meeting regional and state priorities as it unfolds: RWQCB(2,3), SWRCB, CDFA, CCC, MBNMS, NOAA's AWQA Program, County of Santa Cruz Fisheries and Water Quality Programs, and EPA Region 9.