



A Tradition of Stewardship
A Commitment to Service



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Subject: Update on Groundwater Education/Outreach and Well Owner Outreach for Voluntary Groundwater Level Monitoring

From: Patrick Lowe, Natural Resources Conservation Manager,
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Communication and Education Plan

The Groundwater Resources Advisory Committee (GRAC) developed a Communication and Education Plan to serve as a strategic guide for their public communication and education activities. The communication goal of the plan was to ensure that interested parties and Napa County residents as a whole are well-informed of the deliberations and activities of the GRAC. The education goal of the plan was to increase the understanding of groundwater resources so these audiences also have a factual basis for discussion and decision making. The plan includes potential audiences and partners and other key elements.

Groundwater Monitoring Areas of Interest

The Napa County Groundwater Monitoring Plan 2013 recommends 18 Areas of Interest (AOIs) for additional monitoring to fill existing data gaps and to provide a better understanding of groundwater resources in the County. The AOIs indicate an area with wells that are potential candidates for the voluntary groundwater monitoring program (see map). In each of the AOIs, at least one well was desired for groundwater level and groundwater quality monitoring.

Well Owner Outreach for Groundwater Level Monitoring

With the Communication and Education Plan as their guide, the GRAC created an educational/outreach brochure, a PowerPoint presentation, and related handouts. These were used as a part of their ongoing outreach efforts through various public and industry meetings throughout the year. This also included an annual joint public meeting with the Watershed Information Center and Conservancy (WICC) Board of Napa County each summer in Yountville.

The GRAC also assigned themselves to each of the AOIs in teams of two and began contacting their friends, neighbors, and others through various meetings they attended. Staff would then meet with well owners that had expressed an interest to answer any questions and complete the sign-up. Other sign-ups came in from word of mouth from the GRAC's outreach efforts, as well as other public meetings and news articles.

As a result, our well owner outreach has been very successful thanks to the efforts of the GRAC members. Through their efforts, we have now added approximately 40 new wells to the monitoring program, almost doubling the number of wells in the program (originally 45 wells). And, we still continue to receive requests to join or receive additional information. While we plan to finish up this phase of the well monitoring sign-ups within the coming month, we will continue to follow-up with those that may be interested in the monitoring program.

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Monitoring Well Areas of Interest

