Chapter 6 Regional Goals & Objectives

In order to guide the development of the OWOW Plan, the Steering Committee and the Pillar Leader group convened to establish the goals and objectives for the Watershed that would allow a holistic approach to resource management.

A two-day eco-charrette was hosted by Stantec Consulting on July 16, 2007 and on July 17, 2007. This event provided an interactive and thought-provoking forum to discuss ideas and priorities in the pursuit of sustainable water resources and to discuss and take a first step toward developing goals and objectives for the Watershed. Stantec staff conducted a thoughtful and meaningful discussion regarding the values and principles that would be used as guiding principles for the Pillars to follow in the development the OWOW IRWMP. The eco-charette format is based on developing consensus of the OWOW leadership values, challenges, and strategies via group input and voting mechanisms to refine and enhance the overall vision of the group.

Through extensive discussion and collaboration among the OWOW Steering Committee and Pillar Leaders on issues pertaining to values, challenges, and strategies, they were able to prioritize each issue. Listed below is a summary of the issues obtaining the most "votes" at the eco-charrettes.

Values

- Sustainability
- Comprehensive Water Strategy
- Smart Growth/Urban Centers Communities
- Maintain Quality of Life

Challenges

- Benchmark Data
- High Impact Development/Heavy Footprint
- Economics/Cost of Change

Strategies

- Improved Social Marketing
- Advocacy for a Sustainable Watershed
- Increase Recycled Water Usage
- Massive Reduction of Urban Runoff by 2030
- Maximize Utilization of Stormwater for Supply
- Green Building/LID
- Reduction of Turf and Water Guzzling Plants

In addition, using the Pillar Leaders' input from the July 16, 2007 eco-charrette, the Steering Committee developed three statements to help each Pillar prepare their respective group's report. These three statements are:

- Balance Environment and Economics
- Plan for Severe Reduction of Imported Water Scenario
- Consider Climate Change

The Steering Committee conveyed a sense of urgency that moderately aggressive to aggressive planning was needed. Furthermore, they were effective in conveying direction to produce a plan that is more aggressive in taking steps to plan for major changes in how developing, protecting, and conserving water is approached. At the end of the eco-charrette, the general direction was as follows:

- There was a shared understanding that all water within the Santa Ana River Watershed is a precious resource. Climate change, continuing Colorado River drought, questions about the San Joaquin Bay Delta's vulnerability and its ability to deliver water to southern California, and changes to the hydrologic cycle as the result of our very own successful growth and development will stress our ability to provide sufficient water to supply to our Watershed for economic and environmental sustainability.
- There was an expressed commitment to invest time and resources for high quality planning, both long-range and short-range, to ensure the best possible outcome and to achieve the stated mission of making the Santa Ana River Watershed drought-proofed, salt-balanced, and to continue its economic and environmental vitality.
- While major paradigm changes are being considered, the quality of life of the residents must be protected and the economic impact of a recommended change must be understood before implementation.
- The group indicated through voting that, in order to meet these challenges, the leadership in the watershed would need to consider significant review of current practices and expectations. The best solutions would likely engender new ways of thinking about water use and the value of water.
- There was acknowledgment that while many advances would need to be made in conservation and water use efficiency, the planning process should consider if agricultural water conservation measures could free up water for urban use or if water could be purchased from agriculture for urban use.
- There was a commitment to employ emerging technologies to further urban water efficiencies and to develop new water supplies.

Generally, the consensus was that the OWOW effort would need to be bold and innovative to meet the watershed's vision.

There also was interest in matching the quality of water delivered to the water quality needed for a specific purpose. For example, highly treated drinking water is not needed for agriculture or landscaping use. Steering Committee members discussed the impacts of land use decisions on water quality and the quantity of water available. There was a desire for better communication and coordination between the water industry and those charged with land use planning. Furthermore, Steering Committee members also discussed how much public open space is dedicated to grass and how much of residential personal outdoor space can be maintained in grass verses other plantings that would be less water dependent. They acknowledged the need for grass play areas while seeing opportunities for water savings by replacing grass with drought tolerant plantings in other areas. The Steering Committee suggested that the price paid for water by the consumer versus the actual cost of water, including environmental, wheeling, and infrastructure replacement costs be reconciled.

In addition to the two-day eco-charette, the Steering Committee, as well as the Pillar leaders, met on several occasions to review and enhance these goals and objectives. Draft goals and objectives were developed based on the eco-charrette exercises. A draft set of Goals and Objectives was presented to the Steering Committee for comment. The Pillar Leaders then prepared a draft final set of goals and objectives. These were presented for comment at a public meeting held at the California Citrus State Historic Park on October 31, 2007. Email notices allowed public on the mailing list to participate electronically in the comment process. Stantec Consultants collected the comments and provided them to the Pillar leaders for consideration. After final revision, the goals and objectives were adopted by the Steering Committee. The final product of their efforts is shown below in **Table 6-1**, which summarizes the objectives and sub-objectives developed in consensus by the group.

Table 6-1 Objectives Adopted by the Steering Committee

Objectives	Sub-objectives
Provide reliable water supply	Reduce dependency on imported water Meet current and future water demands during all hydrologic conditions Meet water demands during emergency or catastrophic conditions Maximize water use efficiency (conservation) Increase use of recycled water
Preserve and enhance the environment	Protect and enhance the ecological function of open-space Protect and enhance water-related habits Reduce or eliminate invasive riparian and aquatic species Protect sensitive marine and estuarine environments Consider ecological functionality in new development
Promote sustainable water solutions	Promote strategies that link land and water use Reduce greenhouse gas emissions Reduce energy consumption and promote urban greening projects Develop partnerships for planning and implementation of economically, environmentally, and socially sustainable watershed projects
Ensure high quality water for all users	Attain water quality standards in fresh and marine environments Match water quality with intended uses Protect and improve source water Manage salinity
Provide economically effective solutions	Leverage existing financial and infrastructure assets Minimize capital, O&M, and life-cycle cost Promote aggressive pursuit of grants and loans Pursue innovative, non-traditional revenue-generating concepts
Improve regional integration and coordination	Engage stakeholders in planning and implementation of watershed projects Increase communication and coordination Search for projects that meet multiple goals across geographic and water resource services
Manage rainfall as a resource	Provide appropriate flood control capacity and other benefits to the community Maximize beneficial use of rain water
Preserve open-space and recreational opportunities	Increase opportunities for recreation and open-space Provide useable open-space for all residents of the watershed
Maintain quality of life	Balance quality of life, and social, environmental and economic impacts when implementing projects Consider the needs of disadvantaged communities

The objectives established by the Steering Committee address the overarching goals established by DWR Proposition 84 Guidelines, including requirements of CWC§10540(C), as summarized in **Table 6-2**.

Table 6-2 Objectives and Goals set by the Steering Committee

CWC§10540(C) Objectives	Corresponding OWOW Plan Objective
Protection and improvement of water supply reliability, including identification of feasible agricultural and urban water use efficiency strategies	Provide reliable water supply Promote sustainable water solutions Provide economically effectives solutions Improve regional integration and coordination Manage rainfall as a resource
Identification and consideration of the drinking water quality of communities within the area of the Plan	Ensure high quality water for all users
Protection and improvement of water quality within the area of the Plan consistent with relevant basin plan	Ensure high quality water for all users
Identification of any significant threats to groundwater resources from overdrafting	Provide reliable water supply Promote sustainable water solutions Manage rainfall as a resource
Protection, restoration, and improvement of stewardship of aquatic, riparian, and watershed resources within the region	Preserve and enhance the environment Promote sustainable water solutions Improve regional integration and coordination Preserve open-space and recreational opportunities
Protection of groundwater resources from contamination	Ensure high quality water for all users Promote sustainable water solutions
Identification and consideration of water-related needs of disadvantaged communities in the area within boundaries of the Plan	Provide reliable water supply Provide economically effectives solutions Improve regional integration and coordination Maintain quality of life

During subsequent meetings and workshops, the Steering Committee and the Pillar Groups identified Strategies to meet the objectives, and targets to measure the extent to which the objectives are being met. As shown in **Table 6-3** below, there is a strong correlation between objectives, strategies, and targets.

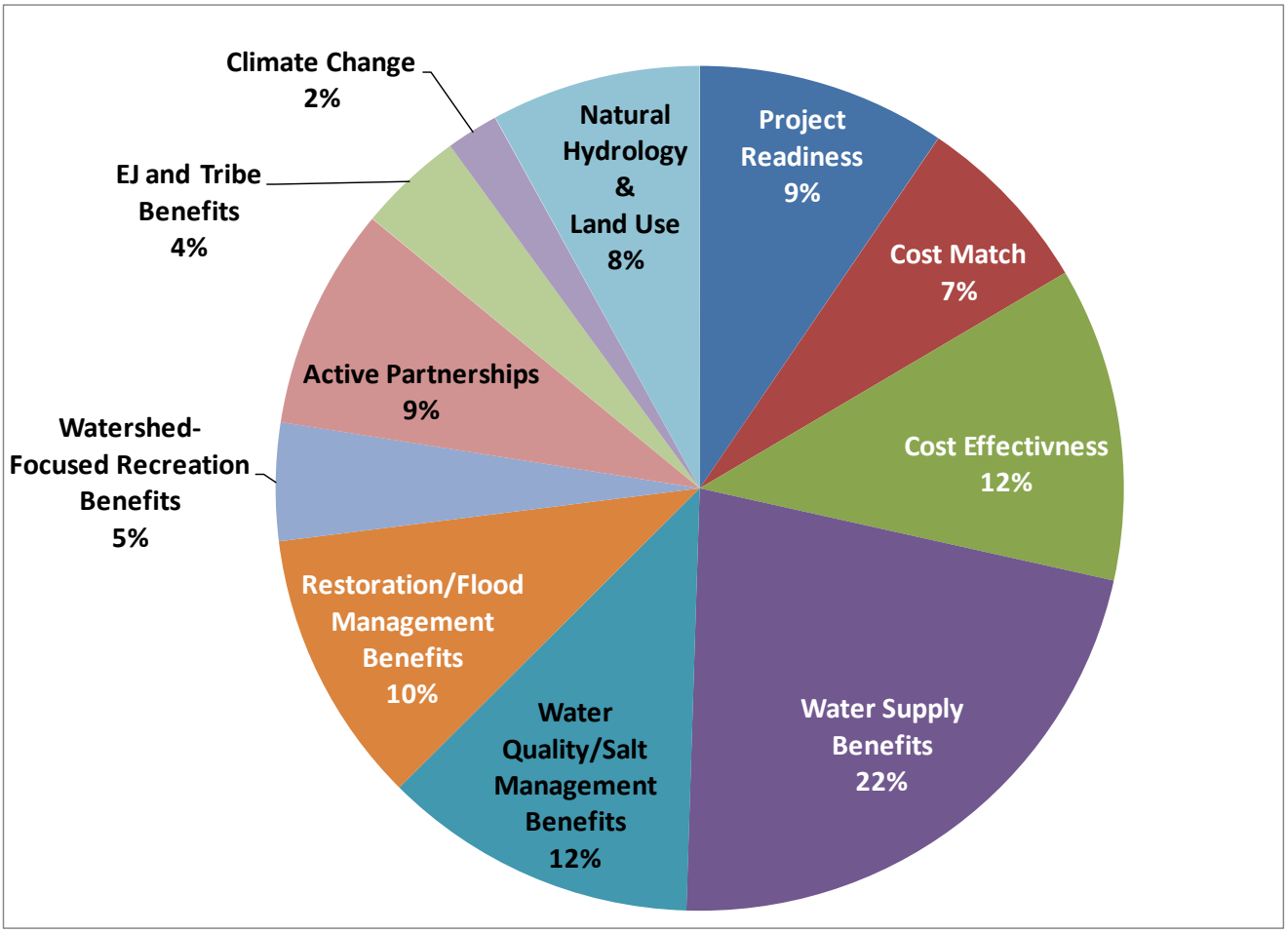
Table 6-3 Objectives, Strategies, and Targets Identified

Goals & objectives	Strategies	Targets
Provide reliable water supply Promote sustainable water solutions Use rainfall as a resource	Increase storage Reduce demand Desalinate groundwater Recycle water Consider stormwater as water supply Value water differently	Recycle and reuse 100% of wastewater Store water to account for half of watershed demand for 3 years Reuse all of Santa Ana River flow at least once Reduce potable water use by 20% Capture and recharge 80% of rainfall
Preserve and enhance the environment	Maximize preservation and use of native plants	Fill gaps in riparian corridors to provide wetlands and linkages between open space and natural habitat Meet California Flood SAFE goals & construct soft bottom flood systems
Ensure high quality water	Develop risk-based WQ improvements	Meet WQ standards Remove salt from watershed to improve salt balance
Provide recreational opportunities		Complete the SAR Trail and connect all tributary corridors to
		Assure adequate water supply and safe wastewater treatment and disposal
		Reduce GHG emissions from water mgmt activities
	Incorporate integrated water planning in General Plans Manage public property for more than one use	Increase resource efficient land use
Provide economically effective solutions		
Improve regional integration & coordination		
	Create watershed governance Implement watershed-wide education programs	

Finally, in order to prioritize projects based on the degree to which they meet the Plan goals and objectives, SAWPA staff and consultants developed Evaluation Criteria. Evaluation criteria are considered more implementable and quantifiable than the overarching goals and objectives of the Plan, and thus are useful for the ranking of projects and to monitor the performance of projects upon implementation (the project ranking process is explained in more detail in Chapter 7).

The Steering Committee assigned a weight of importance to each criterion by using a dot-voting exercise. The exercise consisted in giving each Steering Committee member a set number of votes (dots) to be allocated among the 11 criteria based on its importance as perceived by the individual Steering Committee member. The final weight or relative importance of each criterion was established based on the total number of votes allocated to it by the Steering Committee. **Figure 6-1** summarizes the results of the weighting exercise.

Figure 6-1 Relative Importance of Objectives



A Performance measure was created for each criterion and sub-criterion to quantitatively determine the degree to which the latter are being met by each project. In some cases, more than one performance measure was established for a criterion to increase the specificity of the measurements (See **Table 6-4** below).

Table 6-4 Evaluation Criteria

Project evaluation criteria	Performance measures
1. Provide water supply benefits	a. Reduction in imported water (in acre-feet per year) from conservation, recycling, desalination, storage, transfers, groundwater recharge/storage/conjunctive management, and/or other sources of new water b. Percent of project area implementing water use efficiency
2. Provide restoration and flood management benefits	Number of acres of new or restored habitat or flood plain protected
3. Provide water quality and salt management benefits	a. Volume of water treated (acre-feet/year or mgd) b. mass of salt or contaminants removed (tons/year).
4. Provide recreational benefits	Acres of open space/parks created
5. Provide benefits and avoid adverse impacts to disadvantaged communities and Native American tribes	a. Benefits to disadvantaged communities (Yes/No)b. Benefits to Native American tribes (Yes/No)
6. Reduce greenhouse gas emissions from water management activities	GHG Score: 0 = no information 3 = narrative description only 4 = numeric estimate without specific actions 5 = numeric estimate with specific actions
7. Increase resource-efficient land use and reduce impact on natural hydrology	a. Uses LID or other resource-efficient land use (Yes/No) b. Adversely impacts or changes natural hydrology (Negative impacts/No impacts/Positive impacts)
8. Cost match	Percent of project cost funded and secured from other sources
9. Cost effectiveness	A standardized per unit cost indicator (e.g., $/AF or $/acres of habitat)
10. Project readiness	Project readiness score: 1 = Planning studies completed 2 = Conceptual design (15%) completed 3 = Preliminary design (30%) completed 4 = Final design (100%) completed 5 = Project ready for construction bids (permits secured)
11. Increase active participation	Partnership Score: 1 = No or limited partnership 3 = Coordination with others 5 = Cost-share or in-kind funding partner

The graph below illustrates the relationship between goals and objectives, strategies, targets and evaluation criteria.

Chapter 7 further describes the project ranking method based on objectives achievement as indicated by the performance measures described above.