

# C/CAG Water Coordination Committee

December 20, 2018



SOURCE: Bay Meadows, San Mateo, 2018

# Agenda

- FSLRRA Brochure and Proposal
- Approval to Forward to Board for FLSRRA Endorsement
- Next Steps/Schedule

# New Agency Proposal Roadmap



	JUL	AUG	SEP	OCT	NOV	DEC	
<b>Stakeholder Outreach/ Engagement</b>	<i>Info Gathering Phase</i>			<i>Review Phase</i>			<i>Roadshow Phase</i> →
	Outreach Plan	Stakeholder Informational Meetings	Remaining Stakeholders Informational Meetings	Schedule Stakeholder Review Meetings City Mgrs Meeting	Stakeholder Review Meetings	Stakeholder Review Meetings	
<b>SAT</b>	SAT Meeting 1 Breakout Session	SAT Meeting 2 Alignment/ Convergence Mission, Goals, Vision Governance Concepts	SAT Meeting 3 How to Create Agency Governance Options Criteria	SAT Meeting 4 and 5 Draft Strategic Proposal Governance Structure Recommendation Budget and Financing	SAT Meeting 6 and 7 Review Final Agency Proposal	SAT Meeting 8 Final Documents Roadshow Communications Plan	
<b>C/CAG</b>	Water Committee	Water Committee	Water Committee	Water Committee	Water Committee	Water Committee	
<b>Work Deliverables</b> – Outreach – Draft Agency Proposal – Final Agency Proposal	Flyer/Script Targets for Stakeholder Meetings Scheduling Meetings	Draft Proposal Governance Options Discussion	Draft Proposal Governance Options Criteria	Draft Agency Proposal Governance Options Matrix/ Recommendation Functions Matrix Organizational Chart	Synthesize Feedback Final Agency Proposal	Roadshow Communications Plan	

# Progress Since November 30 C/CAG Meeting

- City Information Meeting Facilitation: Dec 3
- Held Final SAT#8 Meeting on Dec 13 – Advanced by consensus
- Brochure Development Highlights
- Revision of Proposal and FAQ
- Review/Iterations with Executive Team
- Legislation Coordination Meeting: Supervisor Pine

## Next Steps

- Communications Plan is being developed

Draft Proposal

# Flood and Sea Level Rise Resiliency Agency Proposal

DECEMBER 10, 2018



EXECUTIVE SUMMARY

# Flood And Sea Level Rise Resiliency Agency Proposal

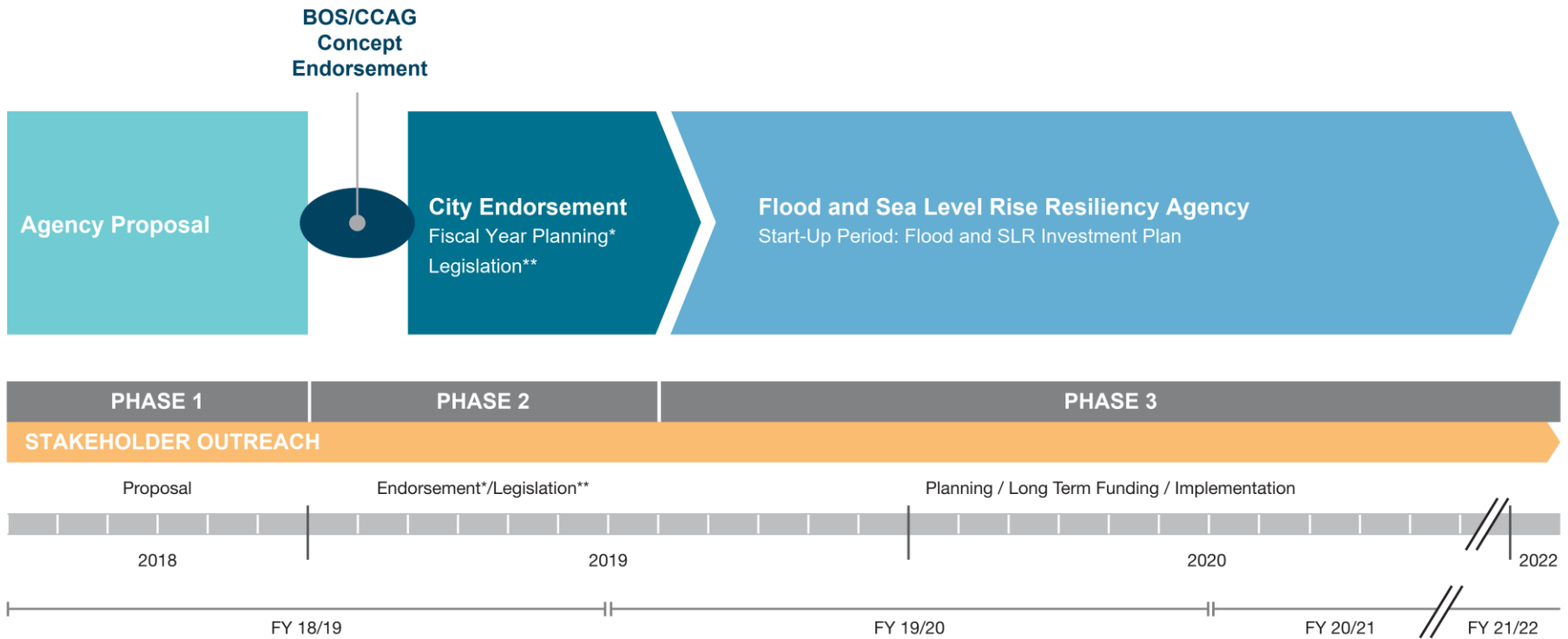
21st Century Solutions for One Resilient Shoreline



"The sea is rising and we are not prepared. It's really time for us to pull together across city boundaries to help our citizens in the battle against rising waters and the rising costs of coping with this global threat. To do that, San Mateo County cities must create a joint agency along with the County to ask for federal help."

—Jackie Speier,  
U.S. Congresswoman

# Phasing Graphic: Endorsement and Start Up



\* City and County payments will be due by June 30, 2019

\*\* Estimated Phase 2 Duration.

Figure 1. Anticipated Agency Proposal Review Process

# Funding Breakdown

SERVICES	ESTIMATED FUNDING AMOUNT (PER YEAR)	FUNDING SOURCE	ENTITY PARTICIPANTS
Agency Startup Services*	\$1.1 million	SMC pays \$350k 20 cities pay \$750k	All 21 entities
MOU Services	\$400k + potential new MOU funding	\$400k from SMC \$TBD – depending on specific project needs	Participating cities and the County
Flood Control District Services	<ul style="list-style-type: none"> <li>• \$3.8 million</li> <li>• \$1.5 million</li> </ul>	<ul style="list-style-type: none"> <li>• Per existing FCD (Pre-Prop. 13 property tax)</li> <li>• Existing FCD (Countywide fees on tax roll on behalf of C/CAG)</li> </ul>	<ul style="list-style-type: none"> <li>• Existing Active FCD Flood Zones</li> <li>• C/CAG</li> </ul>

\*Agency startup services include developing an Integrated Flood and Sea Level Rise Resiliency Implementation and Funding Plan and securing long-term funding for the Agency.

**Table 1. Agency Description of Roles & Responsibilities by Funding Level for First Three Years.**



# Funding Breakdown

The funding contribution by the County and by cites (allocated by population) would be as follows:

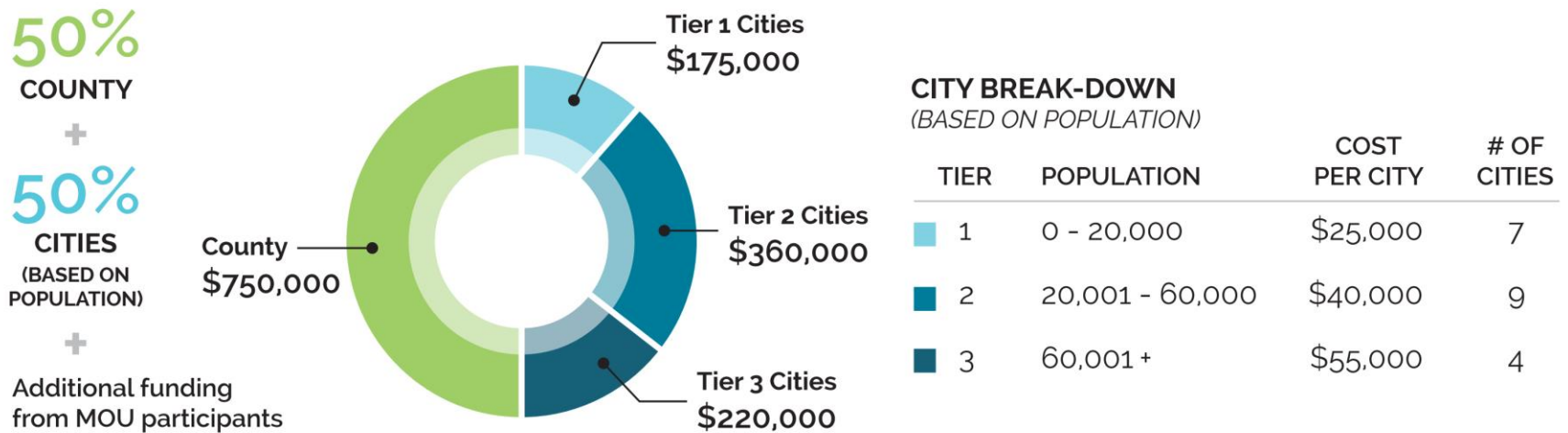


Figure 2. 50/50 Cost-Share Based on Population.

# Governance Structure (to be finalized)



# Approve FSLRRA to Forward for Endorsement

- We are asking for each C/CAG Water Coordination Committee Member to *approve* to forward to the C/CAG Board and the County Board of Supervisors for endorsement!
- Thank you – This is a key milestone for leadership in action!

# Proposed Endorsement Schedule

- **Dec. 20:** C/CAG Water Committee Endorsement
- **Jan. 10:** C/CAG Water Committee present to C/CAG Board Meeting for Endorsement
- **Jan. 29:** C/CAG Water Committee present to County Board Meeting for Endorsement



# Questions?

# Comments received from Cities Meeting on 11/14

- Overall support
  - Daly City requested information to bring back to council
  - Expressed appreciation for Sup. Pine and team
- Don't include stormwater piece just yet
- Don't go into detail about how much everything will cost

## Key Questions

- How will we engage big agencies?
- What is the critical mass for agency?
- How much \$ would it cost to just protect county lands?

# Comments received from Cities Meeting on 12/3

- Will there be technical staff/advisory committee? Who will prioritize projects?
  - Implementation Plan and project prioritization will be a priority during first 3 years of agency
  - Governance structure → then priority projects → then funding
- Several questions about cost per city and how it was decided
  - Population/cost breakdown was explained
- Collaborative advocacy will be key to increase funding and be heard by DC and Sacramento

***See handout for more detail***



# Communications Plan

- Introduction
- Goals and Objectives
- Key Players Support and Endorsement
  - **C/CAG**
  - **County Government Departments:** Need to educate all departments (Parks and Rec, Housing, Planning and Building, Office of Emergency Services, neighboring counties)
  - **Water and Sewer Districts:** have jurisdiction over water and wastewater infrastructure (e.g. San Mateo County Sanitation District)
  - **Regional Entities and Agencies:** SFO, RCD, SFCJPA, Harbor District, etc.
  - **State Agencies:** Caltrans, Coastal Conservancy, DWR
  - **Federal Agencies:** FEMA, USACE, USFWS
  - **NGOs:** Committee for Green Foothills, SF Estuary Institute
  - **Private Entities:** Reliant on One Resilient Shoreline approach
  - **General Public**

# Communications Plan

- **Messaging**
  - Education on FSLRRA
  - Finance and Funding
  - Project and Funding Priorities
- **Tools: Coordination/joint campaigns will be done with OOS to avoid stakeholder fatigue**
  - Website
  - Public meetings
  - Existing group meetings
  - Newsletter/email
  - Standard messaging
  - Traditional Mail
  - Billboards
  - Traditional Media
  - Social Media
  - FAQs
- **Timeframe**
  - Outreach will occur during Years 1, 2, and 3

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