

WSAC Column in the Santa Cruz Sentinel

This document describes the proposed schedule for and content of a series of columns that the Santa Cruz Water Supply Advisory Committee (WSAC) would prepare and publish locally in the Sentinel on the OpEd page.

Context and Purpose

The fundamental premise is for the WSAC to inform the community about the work that it is doing to solve the City’s water supply/demand mismatch.

The goals are many-fold:

- Engender trust by demonstrating transparency
- Broaden outreach, education, engagement
- Bring the town together to discuss the Committee’s eventual recommendation in an informed manner
- Tell the broader story as it develops – pull the community into the process and discussion
- Demonstrate that Santa Cruz is the West’s subject-matter expert on water-planning and –policy reform

The Santa Cruz Sentinel will be the home of this “community campfire” conversation.

Outline and Tentative Schedule

We intend to publish a column after each WSAC meeting, within 2 weeks of each meeting and preferably on a Sunday (allowing one week for drafting and one week for the Sentinel editorial and publication process). One exception: the initial column will introduce the series and provide broad context, and will run before the February WSAC meeting. Each column will describe the Committee’s work during the corresponding meeting and contextualize that work within the overall decision-making process.

The following table outlines our proposed calendar for these columns. Of course, the details (and even the headline-level topics) may change as we go along and our process flows and develops.

Target Publication Date	Meeting Dates	Topical Coverage
8 February	n/a	Introduce the series; layout the path forward for the Committee, providing a roadmap for the rest of the columns
1 March	12, 13 February	Defining the problem by characterizing the “baseline case” – where we will be regarding supply

Agenda Item 9b

Target Publication Date	Meeting Dates	Topical Coverage
		and demand if we do nothing
5 April	18, 20 March	Scenario planning – potential visions for Santa Cruz’s future and the implications of each of those visions for water supply & demand
17 May	30 April, 1 May	Decision criteria and ratings; solutions categories and descriptions
28 June	11, 12 June	Solution portfolio development and analysis
9 August	23, 24 July	Rating portfolios based on criteria
30 August	13, 14 August	Mapping portfolios onto scenarios
27 September	10, 11 September	Developing recommendation(s)
18 October	30 September, 2 October	Final recommendation(s)