

Sierra Valley Groundwater Sustainability Plan Outreach Plumas-Sierra County Fair July 24-27, 2025



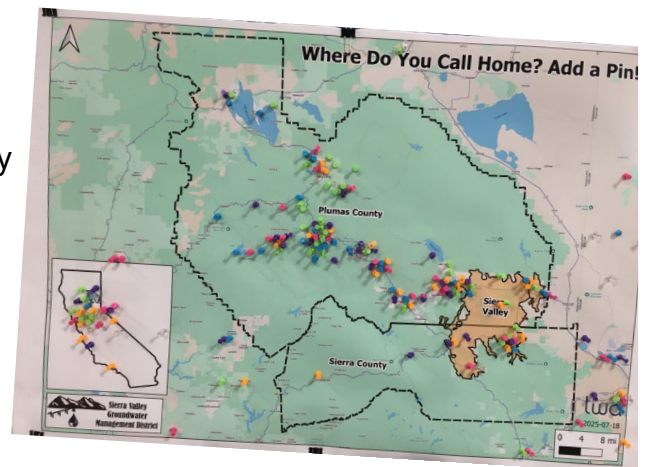
As part of the outreach and engagement efforts for the Sierra Valley Groundwater Sustainability Plan (SVGSP), the Groundwater Sustainability Agencies (Sierra Valley Groundwater Management District and Plumas County) co-sponsored an informational booth at the Plumas-Sierra County Fair.

This is the second year for SVGSP having a presence at the fair. The booth was staffed by the facilitator and technical team project manager, with the SVGSP grant coordinator and a past member of the Technical Advisory Committee also stopping by.

Engaging Fair Attendees

To promote interactions with fair-goers, the booth included:

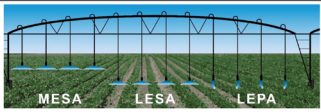
- A map asking passers-by to place a pin and show where they were from (this helped us tailor our initial speaking points for each individual)



- A sign with visuals and text highlighting GSP Projects and Management Actions (PMAs).

Integrated Groundwater Management



MESA LESA LEPA

Lowering sprinkler heads (LESA & LEPA) and modifying sprinkler heads (LEPA) can generate water savings of up to 15% by reducing water losses to evaporation and wind drift.

Ag Irrigation Efficiency

During high flow winter events, excess flows are slowed by concrete retaining blocks. This provides more time for water to seep into the ground and be stored in the aquifer.



Managed Aquifer Recharge



"Dry" wells at the bottom of the retention area can enhance infiltration



Conjunctive use (also called in-lieu recharge) involves the coordinated use of surface water and groundwater.

During average-to-wet years, growers use existing water rights to irrigate crops with surface water.

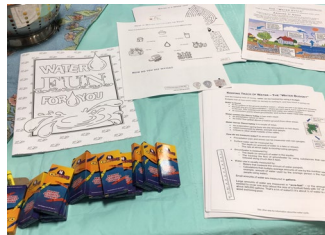
During dry years, crops are irrigated with groundwater (instead of drawing from reduced surface water supplies).

Conjunctive Use

- Activities for kids: a "fishing pond" and coloring materials (a "Water Fun" coloring and activity booklet from the American Water Works Association and a 4-pack of crayons) – getting children to stop by meant getting the adults to stop too!



It's not always as easy as it seems



Fun while learning about water



Rainbow trout and whitefish

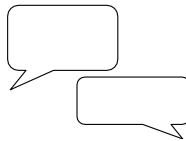
- Fact sheets and brochures for youth and adults (see attached)

This year's materials highlighted on-the ground projects to advance sustainable groundwater management in Sierra Valley. Fact sheets described the details specific to each PMA.



- Sustainable Groundwater Management in Sierra Valley
- Sustainability Indicators
- Groundwater Recharge Projects in Sierra Valley
- Agricultural Irrigation Efficiency Projects in Sierra Valley
- Conjunctive Use Projects in Sierra Valley
- Kids Activity Handout: How is Water Important to You?
- The Water Cycle & Water Budget

What We Heard



- People are very interested in learning about the projects:
 - Many had seen some of the projects as they were being implemented.
 - The work of the Sierra Valley GSAs was appreciated in developing these projects now, to avoid the level of impact seen in other parts of the State.
 - There was genuine interest in understanding how the projects worked and what level of benefit to groundwater supplies.

Foot Traffic and Number of Visitors

The level of foot traffic remained steady throughout each day.

- Approximately 170 people stopped by the booth,
- generating about 80 conversations.
- Roughly 50 of those conversations were casual discussions, with
- the remaining 30 conversations representing in-depth discussions.

The number of in-depth discussions was comparable to, or exceeded, the attendance at previous SVGSP public workshops. However, not all the participants were from Sierra Valley.

Additional Outreach Opportunities to Reach Sierra Valley Residents

Leveraging the work done to produce the materials for the fair, the informational booth will be replicated for the Art and Ag event on September 19, 2026. The objective is to share information on projects with those who live and work in the Sierra Valley Groundwater Basin.

Additionally, the facilitator will work with the District grant coordinator to update the website and post all fact-sheets. An email will go out to all interested parties with links to the materials.

Overall Assessment of Engaging the Public at the Fair

While the fair provides good coverage for general outreach, it may not be the preferred approach in 2027. Next year, the key information will focus on the GSP Periodic Evaluation. Targeted outreach will need to reach those within the Sierra Valley groundwater basin itself. Local events, such as Art and Ag, are effective in engaging the nearby community. This could be coupled with newsletters or email blasts and perhaps a public workshop scheduled in conjunction with an SVGSP Board Meeting.