

SECTION 5.0 - IRWM PLAN GOALS, OBJECTIVES AND PRIORITIES

This section addresses the goals adopted by the Watersheds Coalition of Ventura County. These goals and objectives were established as a means to assure that implementation of water management strategies are appropriately integrated and to provide guidance in the selection of projects for implementation throughout the Region. They reflect the critical priorities and needs in the WVCV Region and serve as a means to reduce conflicts.

5.1 Integrated Regional Water Management Plan Goals

5.1.1 Background

Providing a reliable, sustainable supply of water for the Region is one of the most important goals of the Watersheds Coalition of Ventura County (WVCV), along with protection of water quality and ecosystems, integrated flood management, providing public access and preparing for climate change. In 2006, the WVCV established objectives based on critical issues and conflicts in the Region. Those objectives were included in the previous IRWM Plan and have guided decisions in the Region regarding project and program priorities. In 2013 WVCV stakeholders re-evaluated the “objectives” and determined that they should be renamed “goals” and continue to serve as the overarching guidance for water management decisions with the addition of a sixth goal addressing climate change. Objectives were then established for each goal, as described in the next section.

5.1.2 Critical Water Management Issues and Conflicts in the Region

Like other IRWM Regions, the WVCV Region faces many challenges in managing and protecting local water and related environmental resources and assuring a sustainable, reliable water supply.

The following list of water related needs and conflicts illustrates the challenges that have been recognized by local water agencies and others since the early 1970s.

- The quantity of water available locally is not adequate to meet local water needs. There is a high dependence on imported State Water, which is not always able to deliver contracted to amounts to its contractors.
- Drought and judicial decisions have reduced the amount of imported water available to Ventura County.
- Agricultural and urban runoff (point and nonpoint sources) have degraded some local water bodies and groundwater basins thereby reducing the potential uses of these water sources. Sources of degradation include septic tank leaching, runoff from agricultural areas, and stormwater runoff. These problems are most pronounced on the Oxnard Plain, but are also present in the Ojai Valley area of the Ventura River Watershed.
- Local groundwater is high in Total Dissolved Solids (TDS) and nitrates in some areas.
- Chlorides levels are increasing to unacceptable levels within the watersheds.



- Implementation of Total Maximum Daily Loads (TMDLs) has required increased monitoring and expensive process improvements by local publicly owned treatment works (POTWs).
- Installation of public facilities conflict with environmental priorities.
- Groundwater aquifers underlying the Oxnard Plain are over-drafted.
- Urban growth is competing with agriculture for limited water resources.
- Seawater has intruded into critical aquifers beneath the Oxnard Plain.
- Periodic flooding events threaten or destroy property and habitats.
- Wetlands and habitats (including fisheries) have been lost or degraded due to reduced flows/pollution.
- Lack of comprehensive studies in some watershed areas – supply, demand, flows.
- Untapped opportunities to maximize use of treated effluent from local wastewater treatment plants (some of which runs into the ocean and is not captured for beneficial use).
- Water use efficiency practices and statewide standardized best management practices not being fully implemented.

5.1.3 WCVV Goals and Objectives

Overall Mission of the Watersheds Coalition of Ventura County:

To maintain a Countywide integrated regional water management program which addresses all watersheds in Ventura County and which is coordinated with adjacent IRWM regions.

The following six goals were adopted by the Watersheds Coalition of Ventura County (WCVV) on May 23, 2013 and are based on the water needs and conflicts identified across Ventura County. ***These goals and objectives have not been prioritized.*** The stakeholders in the WCVV expressed - in meetings held to adopt the goals and objectives - the belief that they are all of equal importance and in fact work synergistically together to guide the Region in better management of water resources. The overall intent of the goals is to produce multiple benefits and generate true integration across the platforms represented. Given the diverse interest of the participants in the process, placing priority order on the six goals might serve to reduce any one interest group's commitment to the process. Participants in the WCVV have successfully established and implemented a variety of projects and programs that collectively address all of the goals with a resulting benefit to the entire region. In short, the overall common good of the region is maintained enhanced when equal value is placed on all the goals and objectives.

Plan Goals and Objectives:

1. Reduce dependence on imported water and protect, conserve and augment water supplies
2. Protect and improve water quality
3. Protect people, property and the environment from adverse flooding impacts
4. Protect and restore habitat and ecosystems in watersheds

5. Provide water-related recreational, public access, stewardship, engagement and educational opportunities
6. Prepare for and adapt to climate change

IRWM PLAN GOAL 1: Reduce dependence on imported water and protect, conserve and augment water supplies

Objectives

- Implement projects and programs that increase and enhance the beneficial uses of local water supplies, including stormwater. Improve water supply reliability.
- Enhance understanding about local watersheds by gathering and synthesizing more data and information regarding water supply (capacity, safe yield, flows) and water demand.
- Ensure secure water supplies by helping local water agencies address the impacts of future droughts and other water shortages.
- Document efforts being made by local water districts, environmental interest groups and other agencies to improve the management of local water supplies and to identify ways to build on these efforts for greater future success.
- Protect groundwater supplies through groundwater recharge projects and protection of recharge areas.
- Develop watershed management plans to enhance understanding of watershed characteristics and appropriate actions.
- Assure critical water supply needs of disadvantaged communities are met.

IRWM PLAN GOAL 2: Protect and improve water quality

Objectives

- Implement projects and programs that improve and protect water quality.
- Meet State and Federal water quality standards.
- Manage and remove salts in the watersheds and help establish and comply with TMDL requirements.
- Assure critical water quality needs of disadvantaged communities are met.

IRWM PLAN GOAL 3: Protect people, property and the environment from adverse flooding impacts

Objectives

- Explore use of incentives for avoiding construction of physical structures in the floodplain.
- Explore use of incentives for use of non-structural floodplain protection methods.
- Implement projects and programs which will result in reduced damage due to flooding.
- Develop and implement land use measures that will help mitigate the impacts of new development in floodplains.



IRWM PLAN GOAL 4: Protect and restore habitat and ecosystems

Objectives

- Implement projects and programs to protect, improve and restore habitats.
- Integrate and coordinate ecosystem restoration efforts.
- Research and implement projects to remove invasive species.
- Develop a master permit for removal of invasive plant species.

IRWM PLAN GOAL 5: Provide water-related recreational, public access, stewardship, engagement and educational opportunities

Objectives

- Develop programs which enhance the public's knowledge and awareness of water issues and engage them in the integrated regional water management process and stewardship of the watershed.
- Improve public access and recreation opportunities when implementing new projects and programs.

IRWM PLAN GOAL 6: Prepare for and adapt to climate change

Objectives

- Assess vulnerabilities to the effects of climate change.
- Implement projects and programs which help the region adapt to climate change.

5.1.4 Consistency with Statewide Priorities

IRWM Plan goals and objectives, resource management strategies, statewide priorities and the seven items required by CWC §10540(c) to be included in all IRWM Plans – are interrelated. The Statewide Priorities are listed below:

Statewide Priorities:

- Drought Preparedness
- Use and Reuse Water More Efficiently
- Climate Change Response Actions
- Expand Environmental Stewardship
- Practice Integrated Flood Management
- Protect Surface Water and Groundwater Quality
- Improve Tribal Water and Natural Resources
- Ensure Equitable Distribution of Benefits

The six goals included in the WCVC IRWM Plan, local implementation of the Resource Management Strategies and related projects, are consistent with, and support, the state priorities. These priorities were considered in the development of the IRWM Plan.



5.1.5 Other Considerations in Establishing Goals and Objectives

As required by CWC §10540(c) all IRWM Plans must address seven key issues either through the goals and objectives in other parts of the Plan. A brief overview of how these items are addressed in the WCVV IRWM Plan follows:

1. Protection and improvement of water supply reliability, including identification of feasible agricultural and urban water use efficiency strategies.

IRWM Goal #1 addresses this requirement. Section 2 (Highlights of IRWM Plan Accomplishments and Section 6 (Resource Management Strategies Selected) provide details regarding specific projects and programs addressing water supply reliability and water use efficiency. Section 7 (Implementation Projects and Programs) identifies the types of projects identified to address water supply reliability and water use efficiency).

2. Identification and consideration of the drinking water quality of communities within the area of the Plan.

IRWM Goal #2 addresses this requirement. Section 2 (Highlights of IRWM Plan Accomplishments and Section 6 (Resource Management Strategies Selected) provide details regarding specific projects and programs addressing water quality improvement. Section 7 (Implementation Projects and Programs) identifies the types of projects identified to address water quality needs).

3. Protection and improvement of water quality within the area of the Plan consistent with relevant basin plan.

IRWM Goal #2 addresses this requirement. Section 2 (Highlights of IRWM Plan Accomplishments and Section 6 (Resource Management Strategies Selected) provide details regarding specific projects and programs addressing water quality improvement. Section 7 (Implementation Projects and Programs) identifies the types of projects identified to address water quality needs).

4. Identification of any significant threats to groundwater resources from overdrafting.

Groundwater overdraft is an identified threat in the WCVV IRWM Region. IRWM Goal #1 addresses this concern. Section 2 (Highlights of IRWM Plan Accomplishments and Section 6 (Resource Management Strategies Selected) provide details regarding specific projects and programs addressing reducing groundwater overdraft. Section 7 (Implementation Projects and Programs) identifies the types of projects identified to address water supply reliability and groundwater replenishment).

5. Protection, restoration, and improvement of stewardship of aquatic, riparian, and watershed resources within the region.

IRWM Goal #4 addresses this requirement. Section 2 (Highlights of IRWM Plan Accomplishments and Section 6 (Resource Management Strategies Selected) provide details regarding specific projects and programs addressing protection, restoration and improvement of aquatic, riparian and watershed resources. Section 7 (Implementation Projects and Programs) identifies the types of projects identified to address ecosystem restoration and protection.



6. Protection of groundwater resources from contamination.

IRWM Goal #2 addresses this requirement. Section 2 (Highlights of IRWM Plan Accomplishments) and Section 6 (Resource Management Strategies Selected) provide details regarding specific projects and programs designed to protect groundwater resources from contamination and treat saline groundwater. Section 7 (Implementation Projects and Programs) identifies the types of projects identified to address protection of basins from contamination).

7. Identification and consideration of water-related needs of disadvantaged communities in the area within the boundaries of the Plan.

IRWM Goals #1 and 2 address this requirement. Section 3 (Region Description) highlights Disadvantaged Communities in the Region and how their critical water supply and water quality needs are identified and addressed. Section 2 (Highlights of IRWM Plan Accomplishments) indicates those projects implemented which serve a DAC.

5.2 Collaborative Process Used to Develop Goals and Objectives

As described in Section 4 of this IRWM Plan Update, the Watersheds Coalition of Ventura County uses a collaborative process and governance structure to address IRWM planning and implementation; a process which works primarily from the watershed level up to the general membership. This process is used to develop objectives and goals, identify projects, resolve conflicts and implement resource management strategies. The watershed committees deliberate to make decisions and recommendations consistent with their unique needs, followed by deliberation by the steering committee which considers the watershed level input and focuses on the needs of the region as a whole. As needed, the general membership ratifies decisions – such as project selection, regional goals, etc.

The WCVC is an inclusive and diverse Regional Water Management Group guiding IRWM planning and implementation efforts. The goals and objectives were discussed and finalized at numerous meetings, beginning with the watershed committees, followed by the Steering Committee and then final adoption by the general membership - which has the final authority on decisions affecting the entire Region.

5.3 Metrics for Measuring and Evaluating Success of Goals and Objectives

The adopted goals and objectives are all considered of equal importance as described in Section 5.1.2 and are therefore not prioritized. WCVC stakeholders also chose not to assign numeric targets to the goals and objectives. The methodology for monitoring whether or not a goal or objective is being met will include a mix of qualitative and quantitative assessment. Table 5-1 includes specific metrics which can be used to determine whether or not the goals and objectives are being met. In general this will include a combination of monitoring how many projects or programs were implemented, evaluating the reasonably available data to determine project/program effectiveness and results, and assessing the participation level of agencies, organizations and the public.

Table 5-1

Metrics to Evaluate Plan Success

Goals and Objectives	Metrics and Evaluation
GOAL 1: Reduce dependence on imported water and protect, conserve and augment water supplies	
<ul style="list-style-type: none"> Implement projects and programs that increase and enhance the beneficial uses of local water supplies, including stormwater. Improve water supply reliability. 	<ul style="list-style-type: none"> Amount of “new” water made available through local projects such as water recycling, water use efficiency, water treatment and other means of supply enhancement Number of stormwater capture and treatment projects implemented Number of new sources of water developed to reduce dependence on imported water and improve reliability
<ul style="list-style-type: none"> Develop watershed management plans to enhance understanding of watershed characteristics and appropriate actions. 	<ul style="list-style-type: none"> Number of watershed management plans and related documents adopted
<ul style="list-style-type: none"> Enhance understanding about local watersheds by gathering and synthesizing more data and information regarding water supply (capacity, safe yield, flows) and water demand. 	<ul style="list-style-type: none"> Number of new sources of data and information developed Evaluation of value of information to watershed planning
<ul style="list-style-type: none"> Ensure secure water supplies by helping local water agencies address the impacts of future droughts and other water shortages. 	<ul style="list-style-type: none"> Evaluation of per-capita water use trends Number of projects and best management practices implemented to reduce water demand, meet 20% by 2020 goals and address droughts and related water shortages. Evaluation of drought response measures and drought contingency plan effectiveness



Goals and Objectives	Metrics and Evaluation
<ul style="list-style-type: none"> Document efforts being made by local water districts, environmental interest groups and other agencies to improve the management of local water supplies and to identify ways to build on these efforts for greater future success. 	<ul style="list-style-type: none"> Number of meetings held, public outreach efforts Evaluation of effectiveness of programs and projects Evaluation of participation by public and other entities in regional water management efforts
<ul style="list-style-type: none"> Protect groundwater supplies through groundwater recharge projects and protection of recharge areas. 	<ul style="list-style-type: none"> Number of groundwater recharge projects implemented Amount of water made available through groundwater recharge Number of projects implemented to protect and enhance recharge areas
<ul style="list-style-type: none"> Assure critical water supply needs of disadvantaged communities are met. 	<ul style="list-style-type: none"> Number of projects implemented to address DAC needs
GOAL 2: Protect and improve water quality	
<ul style="list-style-type: none"> Implement projects and programs that improve and protect water quality. 	<ul style="list-style-type: none"> Number of water quality projects implemented Water quality data evaluation
<ul style="list-style-type: none"> Meet State and Federal water quality standards 	<ul style="list-style-type: none"> Water quality data evaluation TMDLs completed Evaluation of compliance with standards
<ul style="list-style-type: none"> Manage and remove salts in the watersheds and help establish and comply with TMDL requirements. 	<ul style="list-style-type: none"> TMDLs completed Number of salinity management projects and studies completed, including Salt and Nutrient Management Plans and other studies
<ul style="list-style-type: none"> Assure critical water quality needs of disadvantaged communities are met. 	<ul style="list-style-type: none"> Number of projects implemented to address DAC needs
GOAL 3: Protect people, property and the environment from adverse flooding impacts	
<ul style="list-style-type: none"> Explore use of incentives for avoiding construction of physical structures in the floodplain. 	<ul style="list-style-type: none"> Number of policies, requirements and incentives established to minimize impact of development in floodplains.

Goals and Objectives	Metrics and Evaluation
<ul style="list-style-type: none"> Explore use of incentives for use of non-structural floodplain protection methods. 	<ul style="list-style-type: none"> Number of incentives established Data and evaluation of effectiveness of non-structural measures implemented
<ul style="list-style-type: none"> Implement projects and programs which will result in reduced damage due to flooding. 	<ul style="list-style-type: none"> Number of projects and programs implemented Data regarding post-construction/implementation flood impacts
<ul style="list-style-type: none"> Develop and implement land use measures that will help mitigate the impacts of new development in floodplains. 	<ul style="list-style-type: none"> Number of land use policies, development conditions and other requirements implemented Data regarding effectiveness of these measures
GOAL 4: Protect and restore habitat and ecosystems	
<ul style="list-style-type: none"> Implement projects and programs to protect, improve and restore habitats. 	<ul style="list-style-type: none"> Number of projects and programs implemented Data regarding habitat health and number of acres restored
<ul style="list-style-type: none"> Integrate and coordinate ecosystem restoration efforts. 	<ul style="list-style-type: none"> Number of restoration efforts coordinated Number of entities working together to coordinate
<ul style="list-style-type: none"> Research and implement projects to remove invasive species. 	<ul style="list-style-type: none"> Number of acres of invasive species removed Number of studies completed
<ul style="list-style-type: none"> Develop a master permit for removal of invasive plant species. 	<ul style="list-style-type: none"> Completion of master permit Number of invasive species removal projects implemented under master permit Number of state and federal entities accepting master permit



Goals and Objectives	Metrics and Evaluation
GOAL 5: Provide water-related recreational, public access, stewardship, engagement and educational opportunities	
<ul style="list-style-type: none"> • Develop programs which enhance the public’s knowledge and awareness of water issues and engage them in the integrated regional water management process and stewardship of the watershed. 	<ul style="list-style-type: none"> • Number of programs implemented • Evaluation of public awareness • Number of public outreach efforts
<ul style="list-style-type: none"> • Improve public access and recreation opportunities when implementing new projects and programs. 	<ul style="list-style-type: none"> • Number of new public access and/or recreation sites established
GOAL 6: Prepare for and adapt to climate change	
<ul style="list-style-type: none"> • Assess vulnerabilities to the effects of climate change. 	<ul style="list-style-type: none"> • Completion of assessment
<ul style="list-style-type: none"> • Implement projects and programs which help the region adapt to climate change. 	<ul style="list-style-type: none"> • Number of projects implemented • Ongoing monitoring of climate change impacts