Napa Valley Subbasin
Groundwater Pumping Reduction Workplan Implementation Update

Napa County GSA TAG Meeting

Overview

1. GPR Implementation
2. **NCGSA Water Certification Partnership**
3. **Program Incentives Concepts**
4. Outreach and Education Updates
5. Benchmarking Program Updates
6. Extended Replant Concept
7. Next Steps

GROUNDWATER PUMPING REDUCTION WORKPLAN IMPLEMENTATION

GPR Workplan Implementation

Guiding Framework:

- Focus on voluntary actions that achieve groundwater benefits for the Subbasin
- Assess the costs and benefits of alternative actions and focus on those that are most cost-effective
- Leverage existing programs and opportunities to generate value from a suite of voluntary actions
- Include adaptive management to adjust the program as data and sustainability indicators evolve
- Mandatory measures if voluntary programs do not achieve measurable reductions in groundwater pumping (e.g., mandatory metering/reporting)

Development & Implementation Timeline

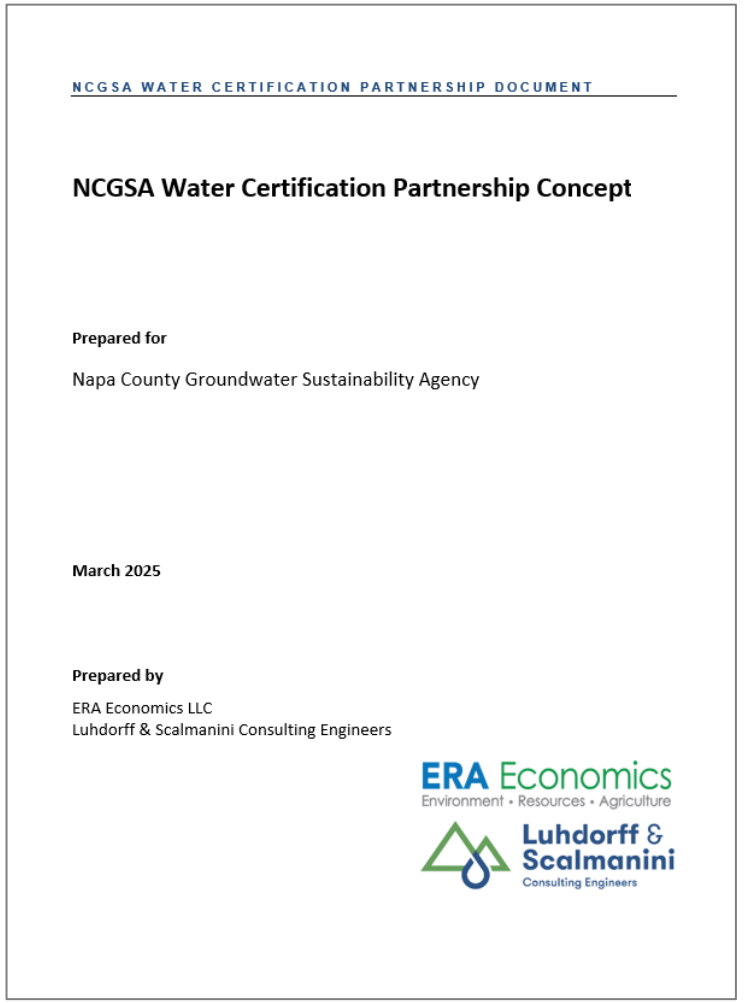
Component/Activity	Q4 24	Q1 25	Q2 25	Q3 25	Q4 25	Q1 26	Q2 26
Component 1: Education and Outreach; Feasibility Analysis							
Water Conservation Education Materials	D	D	D	D	I	I	I
Local Partnership Building	D	D	D	D	D	D	D
Water Conservation Messaging System	D	D	D	D	I	I	I
Recharge Feasibility Analysis	D	D	D	D	D	I	I
Component 2: Voluntary Adoption							
Incentivize Program Adoption	D	D	D	D	D	D	D
Benchmarking Pilot Program	D	D	D	D	I	I	I
Meter Data and Reporting Program	D	D	D	D	D	I	I
Component 3: Voluntary Certification							
Certification Partnership	D	D	I	I	I	I	I

D = Development, I = Implementation

NCGSA WATER CERTIFICATION PARTNERSHIP CONCEPT

Water Certification Partnership

- Certification concept updates
  - Voluntary, incentive-driven partnership to encourage expansion of water conservation practices
  - Partnership with existing certification programs or other third parties (e.g., Farm Bureau, Napa RCD, etc.) to recognize vineyards and wineries implementing practices
  - One component of a suite of NCGSA programs



NCGSA WATER CERTIFICATION PARTNERSHIP DOCUMENT

NCGSA Water Certification Partnership Concept

Prepared for

Napa County Groundwater Sustainability Agency

March 2025

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Updated Program Overview

- **Partnership:** working with existing certification programs or third parties
- **Practices:** irrigation management, recycling/wastewater use, processes and technology
- **Metering:** required (as a condition of receiving subsidy for certification costs)
- **Verification:** combination of audits and self reporting
- **Data:** third party receives data and aggregates it at AVA level
- **Calculations:** quantify water savings for practices implemented at AVA level
- **Reporting:** aggregate measures of impact/benefit across AVAs and Napa Valley Subbasin

Updates Overview – I

Editorial Changes

- Typos and text edits
- Add urban practices
- Add additional discussion for GPR and how certification program fits
- Clarify measurement and reporting

Conservation Practices

- Landscape irrigation practices
- Selected vineyard management practices
- Water and soil moisture monitoring
- Recycled water
- Clarify best practices

Verification Requirements

- Audits
- Self reporting
- Points based systems
- 3rd party verification

Updates Overview – II

Expanding Partnerships

- Existing certification programs
- New partners (e.g., Farm Bureau)
- New partnerships between multiple entities

Example Program Implementation

- Elements for implementation:
  - Conservation practice audit/verification
  - Data gathering, assembly, and reporting
  - Calculate/verify water conservation

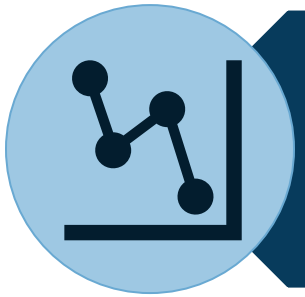
Grower Incentives

- Financial incentives
  - Fees
  - Offset/subsidize certification costs
- Technical assistance
  - Grants
  - Irrigation management
  - Data collection and reporting
- Timing of any payments

Program Partnership Entities

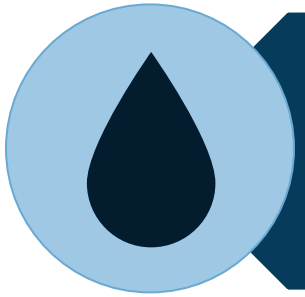
Entity that develops and verifies water conservation practices

- Existing certification programs
- Other entities (e.g., Farm Bureau, RCD)
- New entity



Entity/software for data collection, aggregation, and reporting

- Existing certification programs
- Other entities (e.g., Farm Bureau, RCD)
- Data vendor / software solution
- Other new entity



Entity for water conservation verification and analysis

- Existing certification programs
- Other entities (e.g., Farm Bureau, RCD)
- Third party
- GSA

Potential Program Incentives

PROGRAM INCENTIVES CONCEPTS

Current Status

- Included in the certification partnership concept
- Expanding service and financial incentives
  - Includes summary of funding mechanisms
- 5 types of incentives:
  - Nudges
  - Planning
  - Implementation
  - Branding and Recognition
  - Partnership

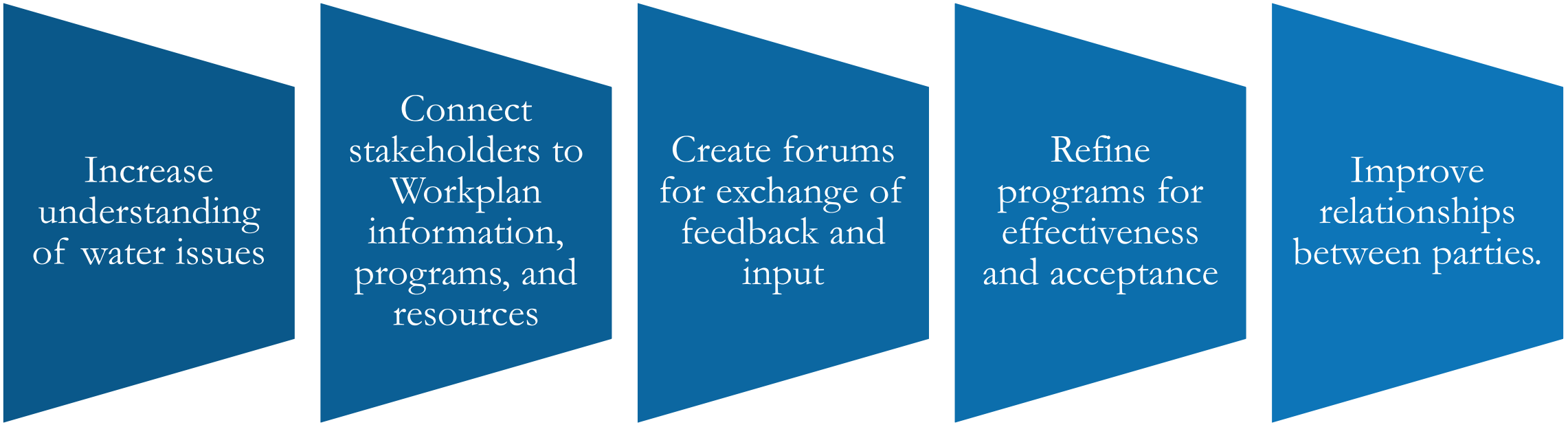
Grower-Focused Incentives

- GSP/GSA partial fee deferral
- Certification costs (and costs for other potential GPR programs)
- Water conservation practice costs
- Data management and reporting costs (water tracking technology)
- Other water data costs (e.g., meters, sensors, or remote sensing)
- Other permitting / regulatory assistance

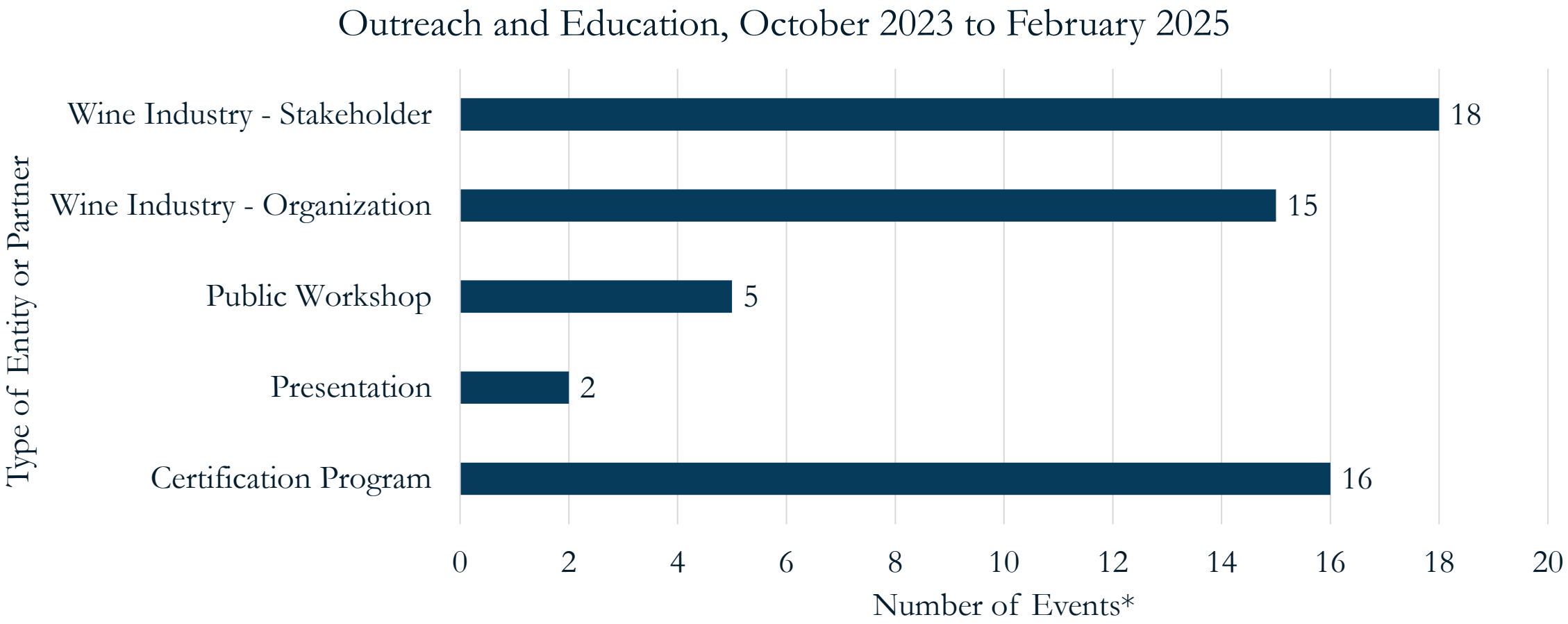
OUTREACH AND EDUCATION UPDATES

Outreach and Education Program Goals

- Expanding strategy to coordinate receiving feedback and building partners
- Voluntary expansion of water conservation through education and outreach:



Ongoing Outreach and Education and Partnerships



*Excludes coordination meetings, other public meetings (e.g., TAG, GSA), and technical meetings

Examples of Ongoing Outreach

- Industry members
- Napa Valley Grapegrowers
- Napa Valley Vintners
- Napa Valley Winegrowers
- Napa Valley Farmworker Foundation
- Napa County Farm Bureau
- Local AVA Organizations
- Abuelitos Foundation
- Fish Friendly Farming
- Napa Green
- SIP Certified
- California Sustainable Winegrowing Alliance

BENCHMARKING PROGRAM DEVELOPMENT UPDATES

Current Status

Benchmarking allows growers to compare their estimated water use over time to an anonymous peer group.

- Refining methodology and estimation process
- Designing and developing scorecard output
- Assessing performance in collaboration with test site

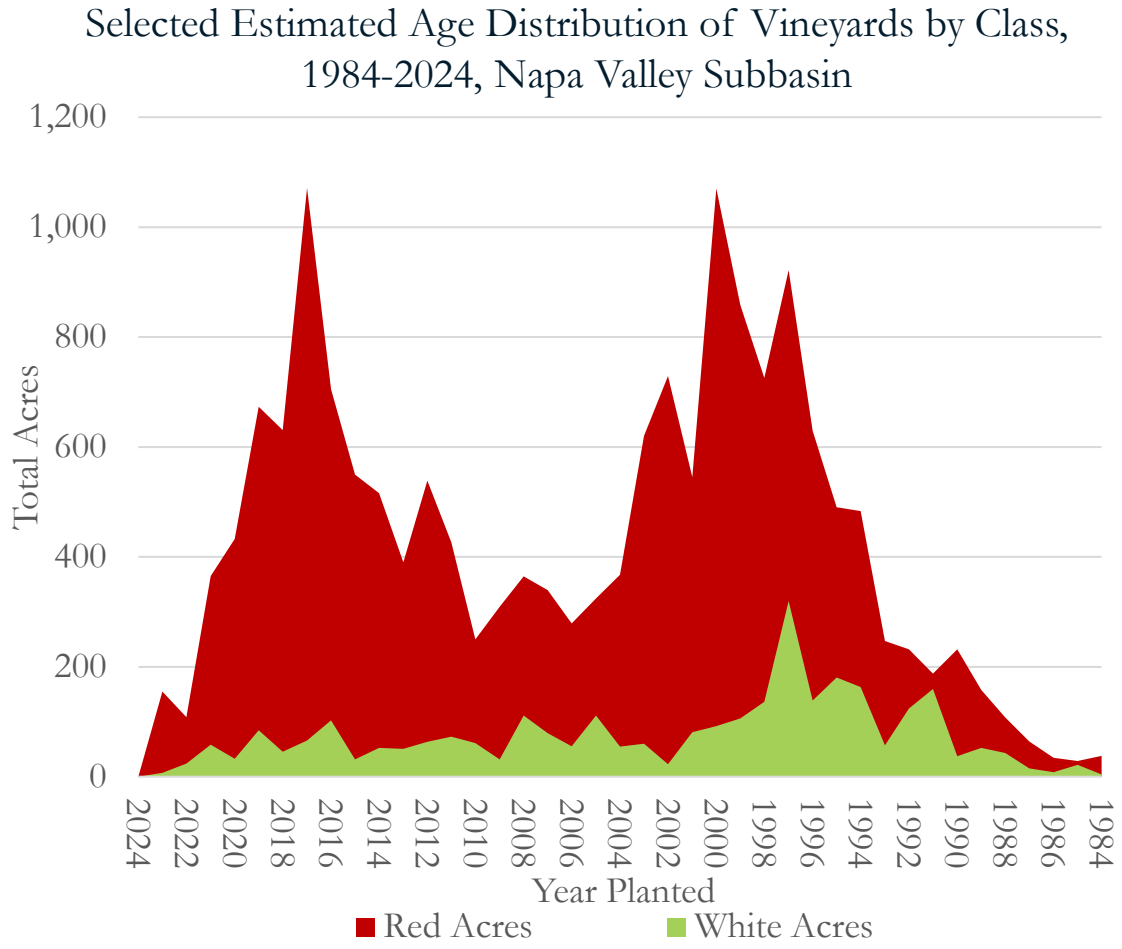
VOLUNTARY EXTENDED REPLANTING CONCEPT

Extended Replant Water Conservation

- Program concept
  - Delay replanting for an extended period (e.g., 1, 2+ years)
  - Calculate and offer incentives to encourage participation
- Considerations
  - Current wine/winegrape market conditions
  - Opportunities for replant
  - Funding mechanisms
- Quantifying program water savings
  - Duration of program
  - Shifting replants

Extended Replanting Concept

- Incentive concept components
  - Groundwater Savings. Costs incurred (or avoided) and forgone income
  - Other Transition Practices. Potential additional incentive payments could be included for specific practices
  - Other Benefits. Payments for other public benefits. For example, other programs have payments for specific areas (e.g., near domestic wells)



NEXT STEPS

Next Steps

Continue to implement the GPR Workplan

- Outreach
- Certification
- Incentives
- Benchmarking
- Pilot Sites

- **Certification document, incentive document (target: April TAG meeting)**

DISCUSSION AND QUESTIONS

Discussion and Questions

1. Should other incentive categories be included in the GPR incentives?
2. Are there other outreach and education opportunities that should be considered for the strategy?
3. How should the extended replant program concept be refined?