

**CALFED Bay-Delta Program**  
**Public Affairs Strategy**  
**Draft Outline**

**I. Introduction and Summary**

**II. Purpose and Need for the Public Affairs Program**

- A. Provide information and receive input
- B. Many, diverse interested parties
- C. Complex challenge
- D. Unusual window of opportunity
- E. Short schedule
- F. Limited resources for broad public education

**III. Public Affairs Goals and Objectives**

- A. Provide timely, accurate information to all interested parties
- B. Communicate schedule, process, and progress
- C. Educate participants and the public about Bay-Delta issues
- D. Provide meaningful opportunities for involvement
- E. Establish forums for discussion among stakeholders
- F. Foster understanding and acceptance of planning process and results
- G. Document and respond to comments and proposals

**IV. Public Affairs Strategy and Approach**

- A. Keep the Process Moving
- B. Stay Open to New, Creative Ideas
- C. Demonstrate Responsiveness
- D. Establish an Effective Public Affairs Network

**V. Activities and Schedule**

- A. Phase IA—Process, Problem, and Mission
  - 1. Communicate Process and Schedule
  - 2. Collaborate on Problem, Mission, Goals, and Objectives
  - 3. Establish Communication Tools
- B. Phase IB—Actions, Alternatives, and Criteria
  - 1. Communicate Progress and Results
  - 2. Solicit Input on Actions
  - 3. Collaborate on Alternatives and Criteria
  - 4. Document Progress and Agreements

- C. Phase IC—Alternatives Screening and Scoping
  - 1. Communicate Progress and Results
  - 2. Solicit Input on Scoping
  - 3. Collaborate on Alternatives and Screening
  - 4. Document Progress and Agreements
- D. Phase ID—Alternatives and Impact Analysis Approach
  - 1. Communicate Final Alternatives and Approach to EIS/EIR
  - 2. Collaborate on Impact Analysis Tools
  - 3. Document Scoping Process

## VI. Roles

- A. CalFED Policy Group
- B. CalFED Staff
- C. Public Affairs Advisory Group
- D. Bay Delta Advisory Committee
- E. Other organizations, stakeholders, and the public

## VII. Public Affairs Tools

- A. Information Tools
  - 1. Newsletter (bimonthly)
  - 2. Weekly Updates
  - 3. Monthly Progress Reports
  - 4. Briefing Packets (quarterly)
  - 5. Presentation Materials (update as needed)
  - 6. Legislative Briefings (quarterly)
  - 7. Interest Group Briefings (3 per week)
- B. Discussion Tools
  - 1. Public Meetings (quarterly)
  - 2. Stakeholder Workshops (monthly)
  - 3. Technical Workshops (as needed)
  - 4. BDAC Meetings (bimonthly)
  - 5. Other Forums (as needed)
- C. Communication Tools
  - 1. Electronic Bulletin Board
  - 2. Toll-free Message Line
  - 3. Written Comments
- D. Documentation
  - 1. Comment Tracking
  - 2. Comment and Response Reports (quarterly)