

CALFED Bay-Delta Program Draft Preferred Alternative (Programmatic DEIR/DEIS)

Roll Out Strategy

updated 01/21/98

Overview

In February 1998, the CALFED Bay-Delta Program will release for public review a coordinated, multi-agency draft Programmatic Draft Environmental Impact Statement/Report of various alternatives, including the alternative that has technical resource management advantages, for the environmental and water management problems associated with the Bay-Delta system. The goal of the solution is to develop a long-term comprehensive plan that will restore ecological health and improve water management for beneficial uses of the Bay-Delta system.

Approach

The intention is that no stakeholder in the CALFED process be surprised by the content of the draft, or by the identification of the alternative with technical resource management advantages. This will be achieved through a multi-step release strategy in which the alternative narrowing process is conducted in a public forum with stakeholder input.

The advantage of this approach is that all stakeholders will have an opportunity to make their views known during the process, and CALFED will be able to incorporate their input prior to the final decision. A disadvantage of this approach, however, lies in the possibility that stakeholders who are unhappy with the emerging outcome of the narrowing process will make their concerns known through traditional political and media channels, which could exacerbate controversy rather than lead to consensus.

Key Messages

Throughout the narrowing process and during the release of the PEIS/R, it will be important to put forth clear and consistent messages about both the Bay-Delta system and the process of developing a solution to fix it.

Bay-Delta System Messages

- Every Californian depends on the Bay Delta system
- The system has lost its ability to adequately meet water or environmental needs
- If the system is not fixed, California's environment, trillion dollar economy and quality of life are at risk.

CALFED Process Messages

- There is a new way of resolving water conflicts in California
- There will be trade-offs
- The real work is just beginning
- The public needs to give feedback on the trade-offs

Key Variables

- Will all stakeholders continue to participate in the process once the PEIS/R is released?
- To what extent will issues surrounding B(2) and VAMP distract from CALFED messages?
- Will stakeholders revert to traditional positions?
- Will media cover the issue in a balanced and visible way?
- Will opinion leaders show an interest in a successful outcome?

Pre-Release Outreach

Due to the ambitious technical and decision-making schedule, it will be important to make a concerted effort to keep elected officials, stakeholders and other interested parties informed about the progress of the narrowing process. This process has already begun with speaking engagements, public meetings and media outreach. In December, January, and February, however, several other activities will need to take place, including:

- Congressional staff briefings
- Legislative staff briefings
- Stakeholder/opinion leader briefings
- Regular updates via articles in CALFED publications

Timeline

There are several key milestones in the decision-making process many of which provide opportunities for public outreach activities.

<u>Date</u>	<u>Milestone</u>
12/11, 12/15	MANAGEMENT TEAM MEETING -- CALFED staff presents work to date on narrowing process. Discussion of optimized alternatives and emerging trade-offs to be considered.
12/12*	BAY-DELTA ADVISORY COUNCIL -- CALFED staff presents work to date on narrowing process. Discussion of optimized alternatives and emerging trade-offs to be considered.

- 12/17* **ACCORD EXTENSION** -- CALFED agencies announce extension of the Bay-Delta Accord.
- Mid-December **ADMINISTRATIVE DRAFT CIRCULATED TO AGENCIES** -- Agencies will have an opportunity to review the administrative draft of the PEIS/R. It will not contain the preferred alternative.
- 12/18-12/19 **POLICY GROUP MEETING** -- CALFED policy makers give direction to CALFED staff on the selection of a preferred alternative.
- 12/22 **IDT REFINES ALTERNATIVE** -- IDT begins incorporating Policy Group direction on preferred alternative into PEIS/R.
- January 13 **MANAGEMENT TEAM MEETING**
- January 16 **ADMINISTRATIVE DRAFT DISTRIBUTED** -- to CALFED agencies for internal review.
- January 20 **MANAGEMENT TEAM MEETING**
- Starting Week of January 20 **BRIEFINGS** -- CALFED staff holds informal briefings with legislative staff to provide an update on process of identifying a preferred alternative.
- January 26-27 **POLICY GROUP MEETING**
- January 29* **BAY-DELTA ADVISORY COUNCIL** -- CALFED staff presents work to date on development of draft PEIS/R.
- February 9-11 **CALFED Agencies**--CALFED obtains final feedback to draft PEIS/R
- February 26-27 **POLICY GROUP MEETING**
- Two Weeks Prior to Release **BRIEFINGS** -- CALFED staff and stakeholders hold briefings with elected officials and editorial boards.
- To Be Announced** **FORMAL RELEASE** -- Copies of the draft PEIS/R are distributed for public review.
- Two Weeks After Release* **ORIENTATION SESSION**--An orientation to the PEIS/R and the appendices at the Sacramento Convention Center

Last Two Weeks of Formal Comment Period* **FORMAL PUBLIC HEARINGS** -- CALFED staff holds public hearings throughout the state.

Early Summer* **PUBLIC INFORMATION WORKSHOPS**--CALFED staff holds public information workshops throughout the state.

* Indicates public meeting

** Assumes PEIS/R released at the same time as the Phase II Report.

Outreach Materials

Key Decision Summaries -- CALFED staff will prepare informal summaries of key milestones and decisions to disseminate to BDAC and the Public Affairs Group, as well as the CALFED web site, on an as needed basis.

News Releases -- CALFED staff will prepare and distribute news releases as appropriate prior to the release and at the time of release.

Newsletters -- The December and January issues of CALFED News and Eco-Update will contain articles about the narrowing process and emerging trade-offs.

Fact Sheets -- CALFED staff will update Program fact sheets for distribution to interested parties.

Executive Summary -- CH2MHILL will prepare a technical executive summary.

Primer--Layperson's Guide--CALFED will prepare a guide that describes the process, the alternatives, the highlighted alternative, and answers commonly asked questions.

Template Articles -- CALFED staff will prepare articles for distribution to local newspapers and stakeholder newsletters describing the draft preferred alternative.

B-Roll Footage -- CALFED will work with ACWA and MWD to obtain copies of recent Bay-Delta b-roll footage.

Camera-Ready Maps/Other Visuals -- CALFED staff will produce and distribute camera ready visuals to major print outlets prior to the release.

Media Tours, Stakeholder Panels, and Technical Workshops--CALFED staff will organize.

Media Targets

CALFED will target the following media with news about the PEIS/R:

Editorial Boards

- Sacramento Bee
- San Francisco Chronicle
- Contra Costa Times
- Chico News Enterprise
- Redding Record Searchlight
- Los Angeles Times
- Orange County Register
- San Diego Union Tribune
- Bakersfield Californian
- Fresno Bee

News Releases

- California and national print, broadcast and wire water and environmental reporters
- Trade media
- Businesswire

Template Articles

- Weekly newspapers
- Stakeholder newsletters

Legislative Briefings

CALFED will brief the following elected officials two weeks prior to the release:

Federal

Executive Branch

Office of Political Affairs

Tom Epstein

Office of Environmental Policy

Michael Davis

CALFED will make phone calls two weeks prior to the release and fax the embargoed news release the day prior to release:

Congress

Phone call and faxed release to Washington, DC offices

Senator Feinstein
Senator Boxer
Representative George Miller
Representative Fazio
Representative Dooley
Representative Doolittle
Representative Pombo
Representative Radanovich

Offer personal visits to district staff:

Senator Feinstein
Senator Boxer
Representative George Miller
Representative Fazio
Representative Pombo
Representative Radanovich
Representative Dooley
Representative Doolittle

Phone call and faxed release to district offices:

Representative Pombo
Representative Tauscher
Representative Condit
Representative Radanovich
Representative Dooley
Representative Bill Thomas
Representative Herger

State

CALFED will make visits two weeks prior to release and fax the embargoed news release the day prior to release:

Personal visits to:

Costa; Chair, Senate Committee on Agriculture and Water Resources
Ayala, Vice-Chair, Senate Committee on Agriculture and Water Resources
Kelley, Member, Senate Committee on Agriculture and Water Resources
Machado; Chair, Assembly Committee on Water Parks and Wildlife
Margett (may change); Vice-Chair, Assembly Committee on Water Parks and Wildlife
(All other committee members to receive a copy of embargoed news release day prior to release)

Ducheny, Chair, Assembly Budget Committee
Miller, Vice-Chair, Assembly Budget Committee
Thompson, Chair, Senate Budget Committee
Wright, Vice-Chair, Senate Budget Committee

Kopp; Chair, Senate Budget Sub #2 Resources
Keeley; Chair, Assembly Budget Sub #3, Resources

Lockyer, Senate President pro Tempore
Hurt, Republican Floor Leader
Bustamante, Speaker of the Assembly
Leonard, Republican Floor Leader

Delta Legislators:

Assembly: Bowler, Thomson, Leach, and Cardoza
Senate: Johannessen, Rainey, Johnston, Monteith

Local

Faxed copy of embargoed news release the day prior to PEIS/R release to every chair of board of supervisors in Sacramento/San Joaquin Valley; Bay Area, Los Angeles, San Diego and Orange County.

Agency Briefings

CALFED staff will brief the following state and federal agencies two weeks prior to release:

State

CALEPA

Peter Rooney
State Water Resources Control Board
Walt Petit
John Caffrey, Chair

California Resources Agency

Doug Wheeler
Jim Brahman

Department of Water Resources

David Kennedy
Bob Potter

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Updated

Department of Fish and Game

Jacqueline Schafer

Department of Health Services

Drinking Water Management

Dave Spath

Federal

EPA

Administrator's Office

Chantale Wong, Special Assistant

Denise Groveling, OCEPA Deputy AA

Office of Water

Bob Perciasepe, AA

Martha Prothro, Deputy AA

Tudor Davies, Science and Technology

Region 9

Felicia Marcus, Regional Administrator

Department of the Interior

Fish and Wildlife Service

Bureau of Reclamation

US Army Corps of Engineers

Department of Agriculture

Natural Resources Conservation Service

Department of Commerce

National Marine Fisheries Service

Stakeholders

CALFED staff will distribute the news release and Phase II Report to the following stakeholder organizations on day of release:

- All BDAC members
- California Building Industry
Cliff Moriyama

- California Business Properties Association
Rex Hime
- California Business Roundtable
- State Chamber of Commerce

- California Farm Bureau Federation
- California Farm Water Coalition
- Community Alliance with Family Farmers
Adrienne Alvord
- Western Growers Association
Kathy Mannion

- Association of California Water Agencies
Jennifer Persike
- Kern County Water Agency
- California Urban Water Agencies
Lyle Hoag
- Central Valley Project Water Users Assn.
Jason Peltier
- City of Los Angeles, Department of Water and Power
- EBMUD
Randy Kanouse
- Metropolitan Water District of Southern California
Tim Quin
- Northern California Water Association
Rich Golb
- San Diego County Water Authority
Mark Stadler
- San Luis & Delta Mandota Water Agency
Dan Nelson
- State Water Contractors
Ed Ely

- Delta Protection Commission
Margit Aramburu

- Environmental Defense Fund
Tom Graff
- Natural Resources Defense Council
Hal Candee
- Planning and Conservation League
Jerry Meral

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Updated

- Share the Water
Barry Nelson
- Sierra Club/Environmental Water Caucus
Jenna Olsen
- The Bay Institute
Gary Bobker

- Pacific Coast Federation of Fishermen Association
Nat Bingham
- California Waterfowl Association
Dan Chapin

- San Francisco PUC
- Federal Energy Regulatory Commission
CL Emmerling

- Fishery Management Council
Ron Iverson
- Pacific Fishery Managers Council
Larry Six

- League of Cities
- California State Association of Counties

- San Francisco Estuary Project
Marcia Brockbank

- Family Water Alliance
Sue Sutton

- Norcal Guides
Shel Meyer

- Regional Council of Rural Counties
Anthony Farrington

- Water Education Foundation
Rita Sudman

- Wildlife Conservation Board
John Schmidt