



M e m o r a n d u m

Date: June 10, 1999
 To: CALFED Policy Group
 From: Lester A. Snow 
 Subject: Draft Programmatic EIS/EIR Release Strategy

Summary

The Draft Programmatic EIS/EIR is scheduled for release on June 25. Meetings with editorial boards in key markets have been scheduled to take place prior to the release: Los Angeles Times, Sacramento Bee, San Francisco Chronicle and San Jose Mercury News. Meetings with editorial boards in the public hearing markets will be scheduled for July and August. These will include the Chico Enterprise-Record, Fresno Bee, Monterey County Herald, Oakland Tribune, Redding Record-Searchlight, and San Diego Union-Tribune. Strategic "talking points" are being developed and will be available at the Policy Group meeting on Thursday, June 17.

A press conference is scheduled for Friday, June 25 at 9:30 a.m. Patty Beneke and Mary Nichols are expected to preside, as the lead State and Federal representatives to Policy Group, and the BDAC co-chairs, Sunne McPeak and Mike Madigan, have been invited to participate. All Policy Group members are encouraged to attend. Heavy attendance by the stakeholders is expected. The press conference will provide an opportunity to describe the plan and public hearing process.

Legislative Approach

We are working with State and Federal CALFED coordinators to develop lists of key members of the State Legislature and California's congressional delegation for advance notification of the release of draft PEIS/EIR. We anticipate that this advance notification will be made through telephone calls placed by CALFED agency executives, and we are working now to identify which legislators should be contacted by each executive. We are also developing a list of message points -- consistent with message points for conversations with media editorial boards -- that might be covered in these conversations, to ensure a consistent message is provided to all legislators.

Action: Concurrence on general approach and participation by Policy Group.

CALFED Agencies

California
 The Resources Agency
 Department of Fish and Game
 Department of Water Resources
 California Environmental Protection Agency
 State Water Resources Control Board

Federal
 Environmental Protection Agency
 Department of the Interior
 Fish and Wildlife Service
 Bureau of Reclamation
 U.S. Army Corps of Engineers

Department of Agriculture
 Natural Resources Conservation Service
 Department of Commerce
 National Marine Fisheries Service