

Phase I Summary of Public Outreach Activities

In its first year, the CALFED Bay-Delta Program has benefitted from an extraordinarily high level of public involvement. Virtually all conceivable stakeholder groups have participated at some point in the process. Opportunities for public-Program communication have included the Bay-Delta Advisory Council, public meetings, technical workshops, conferences and meetings of stakeholder groups, media events, legislative briefings, publications and articles about the Program, and public comment letters.

This document summarizes the Program's Phase I public outreach activities.

Bay-Delta Advisory Council (BDAC)

During the summer of 1995, the Governor and the U.S. Secretary of the Interior appointed 31 Californians to represent Bay-Delta stakeholder groups on an official advisory council governed by the Federal Advisory Council Act (FACA). BDAC met publicly approximately eight times during Phase I and offered advice at every step of the process, from defining Bay-Delta problems to reviewing draft alternatives.

Public Workshops

During Phase I, the Program sponsored seven day long technical workshops in Sacramento: in August, September, October, and December of 1995 and in February, April, and June of 1996. Before each workshop, a thick packet of preparatory materials was mailed to approximately 700 self-identified representatives of various stakeholder interests. Total attendance for the workshops topped 1,050.

Public Meetings

The Program hosted fourteen public meetings of two hours or more during Phase I. Heavily publicized in advance, the meetings took place in Redding, Red Bluff, Sacramento, Walnut Grove, Stockton, Oakland (2), Los Banos, Fresno, Bakersfield, Pasadena, Long Beach, Costa Mesa, and San Diego.

Five of the meetings from Redding to Costa Mesa were held between September 1995 and January 1996 to acquaint Californians with the Program and to solicit early public comment on Bay-Delta problems and possible solutions. Eight scoping meetings took place in April 1996

from Red Bluff to San Diego to gather public input into the scope of the Program's environmental review process. One public meeting occurred in Los Banos in early May 1996 to gauge local public reaction to the ten draft alternatives. Attendance at the public meetings ranged from 23 to 125, for a total of more than 1,000.

Legislative Briefings

The Program maintained regular liaison with members of the California State Legislature and the U.S. Congress. Staff visited Washington D.C. twice, in November 1995 and June 1996, to brief key legislators, as well as CALFED agency personnel. Staff have also testified before several legislative committees, including the Congressional Subcommittee on Water and Power Resources, the CA Senate Agriculture and Water Committee, and the CA Senate Appropriations Committee. Additionally, staff have offered extensive input into the process of drafting CA State Senate Bill 900.

The Program is also participating in an effort spearheaded by the Institute for Local Self-Government to provide information about the Bay-Delta to boards of supervisors and city councils across the state.

Presentations to Stakeholder Meetings and Conferences

CALFED representatives have spoken at more than 40 formal conferences and meetings sponsored by various stakeholder groups and agencies, in addition to scores of informal meetings with individuals and small groups representing stakeholders. What follows is a partial list of the organizations and conferences to which CALFED has provided formal presentations.

Association of CA Water Agencies	Bay Conservation & Development Comm.
Bureau of Reclamation Innovations Conference	CA Association of Nurserymen
CA Chamber of Commerce	CA Water Clearinghouse
CA Water Law Conference	Commonwealth Club of California
Continuing Legal Education Conference	Delta Protection Commission
Environmental Water Caucus	Ecological Indicators Workshop
Interstate Council on Water Policy	Los Angeles Chamber of Commerce
Metropolitan Water District of So. CA	Mid-Pacific Region Water Users Conference
Mojave Water Agency	Restoration Roundtable
Sacramento Valley Westside Canal Ass.	Save San Francisco Bay Association
San Francisco Estuary Project	So CA Water Committee
Implementation Committee	State Water Contractors
Three Valleys Municipal	Water Education Foundation
Water Agency Symposium	Water Forum
WaterReuse Association of CA	Water Policy Council
Western Water Policy Review	
Advisory Commission	

Media Contacts

More than 100 publications have received at least one news release from the Program. While most of them are for English readers, the Program has also issued releases to Armenian, Chinese, Japanese, Korean, Spanish, and Vietnamese, as well as to publications that serve primarily African-American and Native American readers. A core group of ten to fifteen publications receive every CALFED news release and publication, including meeting and milestone announcements and updates. Additionally, the Program has contacted roughly forty publications requesting the opportunity to brief the editorial board. Briefings were held with the San Francisco Chronicle and the Los Angeles Times, and staff are in the process of submitting an op-ed piece at the request of the Bakersfield Californian. As for the electronic media, two Sacramento television stations, one Bay Area television station, one Fresno television station, and two Bakersfield radio stations have run stories on the Program. Program staff have also interview with National Public Radio, MONY Radio, and Farm Bureau Radio.

What follows is a partial list of print media with whom Program staff have interviewed at least once.

Antioch Ledger-Dispatch	Bakersfield Californian
CA Environmental Compliance Monitor	CA Farm Bureau Report
Capitol Weekly	Chico Enterprise Record
Contra Costa Times	Fairfield Daily Republic
Fresno Bee	Los Angeles Times
Oakland Tribune	Redding Record-Searchlight
Sacramento Bee	San Diego Union Tribune
San Francisco Chronicle	San Francisco Examiner
San Jose Mercury News	Stockton Record
Visalia Times-Delta	

Outreach Materials

By the end of Phase I, the Program had a total mailing list exceeding 4,000 names. Roughly every six weeks, the Program produces some form of written material for the public, such as updates, fact sheets, and brochures. Some of the Phase I outreach materials included two brochures introducing the Program, a periodic update newsletter, a Phase I Progress Report, and a Notice of Intent brochure. Program staff also submit articles for publication by stakeholder organizations, such as the Southern CA Water Committee, in their regular newsletters. Finally, the Program has used several audiovisual outreach materials, including slides shows and a video.

Comment Letters

During Phase I, the Program received more than 200 comment letters from individuals and organizations across California. Comment letters are logged and summarized in a database from which reports are provided regularly to technical staff.