

CALFED Bay-Delta Program Programmatic Draft EIR/EIS

Roll Out Strategy *updated 02/17/98*

Overview

In March 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, media outreach and via regular updates in CALFED publications. 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

Timeline

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

Date

Milestone

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.

PEIR/PEIS Roll Out Strategy

Page 3

Updated

- 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 17-18 **MANAGEMENT TEAM MEETING**
- February 26-27 **POLICY GROUP MEETING**
- March 4-6 **BRIEFINGS** -- CALFED staff in Washington, DC to brief federal agencies and key congressional contacts
- Starting March 1 **BRIEFINGS** -- Policy Group members, CALFED staff and stakeholders hold briefings with elected officials and opinion leaders.
- March 16* **FORMAL RELEASE** -- Copies of the draft PEIS/R are distributed for public review.

- Sacramento/Delta media event -- TBD
- Starting March 17 **EDITORIAL BRIEFINGS** -- CALFED staff continue editorial board briefings.
- March 19-20* **BDAC MEETING** -- Burbank.
- April 3* **SUPERSESSION ORIENTATION** -- CALFED staff provides a supersession orientation workshop in Sacramento.
- Week of April 20
Through Week of
May 11* **FORMAL PUBLIC HEARINGS** -- CALFED staff holds 12 public hearings throughout the state (tentative schedule):
- Week of April 20:
 Ontario (Tuesday, April 21);
 Fresno (Wednesday, April 22)
 Oakland (Thursday, April 23)
- Week of April 27
 Burbank (Tuesday, April 28)
 Bakersfield (Wednesday, April 29)
 Santa Cruz (Thursday, April 30)
- Week of May 4:
 Irvine (Tuesday, May 5)
 Walnut Grove (Wednesday, May 6)
 Chico (Thursday, May 7)
- Week of May 11:
 San Diego (Tuesday, May 12)
 Antioch/Pittsburg (Wednesday, May 13)
 Redding (Thursday, May 14)
- May 14* **BDAC MEETING** -- Redding
- June 1 **END OF FORMAL PUBLIC COMMENT PERIOD.**
- March through
Summer **TBD -- WORKSHOPS** -- CALFED staff holds single topic workshops throughout the state (i.e., water transfer, effects of bromide).

*Public Meeting

Policy Group Participation

Policy Group members have a variety of ways they may participate before, during and after the release of the draft.

Briefing stakeholders and opinion leaders--CALFED staff can work with public information staff to help coordinate small roundtable briefings with appropriate stakeholders, elected officials, and other opinion leaders; i.e.,

- US CAL-EPA to brief environmental opinion leaders;
- Department of Water Resources to brief state water contractors;
- National Marine Fisheries Service to brief fisheries interests;
- etc.....

Being available for media interviews--CALFED staff will coordinate a media event for the roll-out, and can coordinate interview opportunities throughout the process

Making speeches--CALFED staff can provide speaking opportunities, general presentation materials and assistance with talking points

Attending formal public hearings--Policy Group and management team staff should be available to attend one or more public hearings. CALFED staff will call to determine availability as soon as the hearing schedule is set.

Outreach Materials

Key Decision Summaries -- CALFED staff will prepare informal summaries of key milestones and decisions to disseminate to 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.

Talking Points -- CALFED staff will prepare appropriate talking points for the media event and for special meetings.

Newsletters -- The December, January and February 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.

Overheads and other presentation materials -- CALFED staff will produce and distribute.

Website -- CALFED staff will produce a special section that includes various reports, information and presentation materials.

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

CALFED staff, Policy Group and management team should make phone calls two weeks prior to the release; in addition, fax the embargoed news release the day prior to release:

Congress

Phone call and faxed release to Washington, DC and district offices

Entire California delegation

State

Visits two weeks prior to release and faxed release:

Chairs of policy and fiscal committees

Leadership in State Senate and State Assembly

Local

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

Stakeholders

CALFED staff will mail the embargoed news release and Phase II Report to the following stakeholder organizations for day of release:

- All BDAC members
- California Building Industry
- California Business Properties Association
- California Business Roundtable
- State Chamber of Commerce

- California Farm Bureau Federation
- California Farm Water Coalition
- Community Alliance with Family Farmers
- Western Growers Association

- Association of California Water Agencies
- Kern County Water Agency
- California Urban Water Agencies
- Central Valley Project Water Users Assn.
- City of Los Angeles, Department of Water and Power
- EBMUD
- Metropolitan Water District of Southern California
- Northern California Water Association
- San Diego County Water Authority
- San Luis & Delta Mendota Water Agency
- State Water Contractors

- Delta Protection Commission

- Environmental Defense Fund
- Natural Resources Defense Council
- Planning and Conservation League
- Share the Water
- Sierra Club/Environmental Water Caucus
- The Bay Institute

- Pacific Coast Federation of Fishermen Association
- California Waterfowl Association

- San Francisco PUC
- Federal Energy Regulatory Commission
-
- Fishery Management Council
- Pacific Fishery Managers Council

- League of Cities
- California State Association of Counties

- San Francisco Estuary Project

- Family Water Alliance

- Norcal Guides

- Regional Council of Rural Counties
- Water Education Foundation
- Wildlife Conservation Board