



CALFED
BAY-DELTA
PROGRAM

Public Affairs/Involvement Plan

CALFED/122

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CALFED Bay Delta Program Public Affairs/Involvement Plan

Introduction:

As defined in the public affairs plan, the purpose of the public affairs effort is to help the CALFED program succeed.

To that end, the public affairs effort will include public involvement and stakeholder outreach. The public involvement component is designed to engage the "interested public" in defining and understanding desired alternatives. Ultimately, a strong public involvement effort can help ensure the success of CALFED by setting up segments of the public to be the champions of the Delta and solutions for its future survival. A sincere approach to soliciting and utilizing public involvement also provides assurances to elected officials, as they are interested in what participation their constituents had in reaching or advocating proposed solutions, and what response the public has to preferred alternative(s).

Stakeholders are a specific target audience. While some have been very involved in CALFED and are well-informed about key issues, research indicates that most do not feel adequately informed or involved. There is a lot of opportunity to engage stakeholders in the public affairs effort, which can help foster their support of the program, as well as create "ambassadors" of CALFED to reach other audiences.

Goals:

- Create an environment that fosters frequent, substantive input from stakeholders and interested parties; as well as input from the general public.
- Develop awareness among the general public, stakeholders, opinion leaders, policy makers and other interested parties about the Bay-Delta and problems that are being addressed by CALFED.
- Build support among key audiences, including opinion leaders, policy makers, stakeholders and other interested parties for the preferred alternative.
- Foster a sense of ownership for the process and the preferred alternative among CALFED agencies.
- Minimize political backlash to proposed solutions.

Strategic Approach:

The strategies used to achieve the above listed goals will be modified for each target audience. However, the general strategic approach to meeting the public affairs goals includes:

- Establish CALFED as the recognized expert and resource-of-choice for information for the news media about the CALFED program.
- Position the CALFED program as a positive example of collaborative problem solving that benefits the public good (saves money, enhances the environment, avoids duplicative government programs, etc.)
- Establish a method for regular communications with and among Stakeholder organizations.
- Give Stakeholders a role in implementing the public affairs program.
- Develop and maintain communication "partnerships" with outside organizations and agencies.
- Communicate with the public through a targeted news media effort.
- Conduct regular activities designed to engage the public in the process.
- Concentrate general public outreach efforts on the organizations and geographic regions most likely to be interested in the subject.

Image and messages:

The image and messages of CALFED are the foundation upon which all communication tactics and tools are implemented. Success in communicating these messages and developing this image depends entirely on repetition and consistency. To this end, it is important to included a message statement about the Bay-Delta problems as well as the CALFED Program principles:

The Bay-Delta system has four problem areas: water supply reliability, water quality, ecosystem health, and levee vulnerability.

The mission of the CALFED Bay-Delta Program is to address these problems by developing a long-term comprehensive plan which is affordable, equitable, durable and implementable.

Specific core messages will be directed to target audiences:

(Note: These are DRAFTS -- under construction!)

You depend on the Bay Delta.

- The Bay Delta is the heart of the state water system, supporting 22 million people and four million acres of farmland.
- The Bay Delta is the largest estuary on the west coast of North and South America. It is home to plants and animals that don't exist anywhere else on the planet.

The Bay Delta Needs Repair.

- The Bay Delta, hub of California's water system, has for decades been the focus of competing interests -- economic, environmental, urban and agricultural. As a result, planning efforts have suffered from gridlock as the Bay Delta system continued to deteriorate.
- Today the Bay Delta suffers from significant and complex problems. These include: decreasing water quality, diminishing ability to provide adequate water supplies, damage to endangered specific habitat and structural deterioration of the Delta levee system, which protects ag lands and water quality.
- California's trillion dollar economy is ultimately at risk if we can't fix the Bay Delta.

Responsible leadership will make a difference.

- The CALFED Bay Delta Program is a historic partnership between the state and federal governments formed to address the problems in the Delta.
- Government alone cannot solve the problems in the Delta. Active participation by all the Bay Delta interests is the only hope for success.
- We have a window of opportunity to make the decisions that will form the foundation of the state's water future. The action we take now will set the standard for California's water policy into the next century.

Audiences

Target audiences will be specifically identified and prioritized according to their interest and involvement in the program and their ability to influence the process. They will include:

- Stakeholders
- News media
- Local elected and appointed officials
- California's state and federal elected officials
- Environmental organizations
- Business and labor organizations (statewide and regional)
- Agricultural organizations
- Selected local, state and federal agencies
- Urban organizations / civic groups
- Recreation and leisure organizations
- Public interest groups
- Water interest groups and Delta organizations
- General public

Activities

I. Stakeholder Outreach

Purpose: To build support among stakeholders for the process and proposed alternatives.

Desired results: Participation by stakeholders in deriving solutions and communicating them to the general public and key decision makers.

Tactics:

- Identify and build database of stakeholders and interested parties.
- Conduct one-on-one briefings with stakeholders to identify issues of concern and modify public affairs program as necessary.
- Produce and distribute quarterly "update letter" to all stakeholders.
- Conduct six regional "issue workshops" for stakeholders and interested parties in advance of the release of the DEIR/DEIS.
- Develop monthly "fax updates" to stakeholders to keep them informed of key technical developments or public affairs events.

- Place articles in stakeholder publications that update them on the status of the program and solicits involvement and comments.
- Utilize public affairs staff and volunteers from stakeholder organizations to implement local public affairs activities.

II. Public Information Materials

Purpose: To provide factual, easy-to-understand information about the Delta so the public and interested parties can readily understand the issues and preferred alternative.

Desired Results: Accurate news stories, expanded Stakeholder and public involvement in process.

Tactics:

- Produce simple fact sheets, maps and Q&A documents for use in public outreach efforts.
- Produce a short video that describes the problem and makes the case for the solution.
- Produce a simple Executive Summary of the DEIR/DEIS for public use.

III. Media Relations

Purpose: To utilize the news media to raise public awareness about the issues facing the Delta and to communicate information about the Delta and the CALFED project to interested parties and the general public.

Desired Results: Public awareness of opportunities to participate in CALFED process through promotion of workshops, hearings and other events. Another desired result is general awareness among decision makers that a sincere attempt was made to communicate to the public about CALFED.

Tactics:

- Update and maintain statewide media database. Identify reporters, editors and editorial writers that follow this or related issues.
- Prepare one page protocol for responding to media inquiries.
- Prepare updated media kit to include: fact sheet, news release(s), CAL FED spokespersons, backgrounder, camera-ready map, suggested story angles.
- Distribute media information one-two months prior to release of DEIS/DEIR. Follow-up as needed.
- Identify CALFED spokespersons, including staff and key stakeholders.

- Conduct media skills training for spokespersons (1/2 day session to make sure everyone is speaking on point and using key messages.)
- Conduct statewide media tour (briefings with selected reporters) prior to release of DEIS/DEIR.
- Conduct editorial board briefings with selected newspapers statewide prior to release of DEIS/DEIR.
- Place spokespersons on appropriate television and radio news and/or public affairs talk shows.
- Draft and place guest opinion article(s) for Stakeholder by-lines.
- Conduct "media events" to publicize release of DEIS/DEIR. Potential venues: Delta location, Sacramento.
- Maintain news bureau on CALFED Web Site.
- Interact with public affairs / media staff at Stakeholder organizations to avoid duplication of efforts, ensure consistency of messages and involve Stakeholders efficiently.
- Place articles in stakeholder publications that update them on the status of the program and solicits involvement and comments.

IV. Public Presentations

Purpose: To inform the general public about CALFED by targeting civic groups and organizations to receive presentations.

Desired Results: Targeted publics becomes involved in CALFED by participating in public meetings, providing comments on the environmental documents and taking information back to their communities.

Tactics:

- Update CALFED "Power Point" presentation.
- Prepare presentation "Resource Manuals."
 - Presentation protocol and guidelines
 - Sample letters to secure and follow-up on presentation opportunities
 - Overhead transparencies
 - Sample presentation (complete speech and speech outline)
 - Sample Q&A
 - Evaluation forms
- Identify staff and volunteers to make presentations.

- Conduct presentation skills workshop as needed for speakers.
- Recommend presentation opportunities to presenters.
- Identify presentation opportunities to be managed at state level.

V. Public Involvement Activities

Purpose: To engage the public in the environmental review process.

Desired Results: Public participation in CALFED public meetings, workshops and events by varied geographic, socio-economic and special interests groups that represent the state's diverse population.

Tactics:

- Conduct public meetings in key areas throughout the state in advance of the release of the DEIR/DEIS.
- Conduct public hearings in key areas throughout the state with the release of the DEIR/DEIS.
- Conduct activities to support public meetings and public hearing process:
 - display ads promoting meetings
 - preparation of specific information materials and presentation documents
 - meeting facilitators and record keeping
- Develop specific community outreach tools for each major geographic region:
 - Traveling exhibit for community events or activities
 - Provide information materials to public counters (ie: libraries) and to special interest groups and local elected officials for distribution
 - Provide "drop-in" ads that give information about CALFED and solicit public input to local governments, utilities, elected officials and special interest groups
- Establish a CALFED Hotline so the public can call with questions or concerns (recorded information, follow-up by volunteers or staff.)
- Utilize the CALFED Web site to promote public involvement activities and solicit public input.

VI. Other

- Conduct ongoing strategic counsel sessions with public affairs committee, staff and key stakeholders to
 - identify issues of concern
 - respond to inquiries
 - mitigate problems
 - ensure that Stakeholders are involved
 - monitor stakeholder and interested parties' responses
 - identify and take advantage of media or public presentation opportunities
 - coordinate information distribution
- Develop "quick response mechanism" to address inaccurate or negative statements made publicly or reported by the news media.

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