



CALFED
BAY-DELTA
PROGRAM

Overview

Fall 1997 Public Outreach Meetings

Overview

I. Purpose of Meetings

Approximately two months prior to the release of CALFED's draft preferred alternative for a Bay-Delta solution, a series of public meetings was held throughout California to update interested individuals about the Program's progress and educate members of the public not previously aware of the CALFED Bay-Delta Program's work. The purpose of these meetings was to enable the greatest participation possible in the public debate surrounding the water management and environmental problems associated with the Bay-Delta system.

II. Format of Meetings

The format of the public meetings was designed to encourage public participation and input. Each meeting began with a 90-minute "open house" session during which CALFED staff and local members of the Bay-Delta Advisory Council were on hand to talk one-on-one with attendees and answer questions. This setting allowed those unfamiliar with some of the more technical aspects of the program to learn without feeling intimidated by a large group. Informational materials, maps, photos and displays with information about the four common programs, the alternatives and the CALFED program itself were also available. A brief presentation about the Bay-Delta and the CALFED program was given by a member of the CALFED staff at each meeting, followed by an opportunity for members of the public to ask questions and make comments. Written comment forms were provided for those uncomfortable speaking in public.

III. Locations

Eight meetings were held at the following locations. Locations were chosen to represent each region of the State. Special consideration was given to locations where CALFED had not previously held public meetings.

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| ■ October 28 | Taylorsville (Plumas County) |
| ■ November 4 | Walnut Grove |
| ■ November 6 | San Francisco |
| ■ November 12 | Fresno |
| ■ November 18 | Santa Barbara |
| ■ December 3 | Pasadena |
| ■ December 4 | San Diego |
| ■ December 9 | Durham (Chico) |

IV. Attendance

To generate the largest attendance possible, CALFED staff conducted a number of outreach activities prior to each meeting, including:

- Distributed fliers to stakeholder groups, individuals, the media and local, regional, state and federal elected officials.
- Distributed news releases and public service announcements to more than 1,500 media outlets in California.
- Worked with a 34 member Public Affairs Group consisting of public information officers of CALFED agencies and stakeholder groups to encourage participation from their constituencies.
- Conducted more than three dozen talk radio interviews with CALFED staff and stakeholders in markets where public meetings were to take place.

Attendance ranged from 18 to 175, with most meetings drawing approximately 60 people. More than 600 people total attended at least one of the public meetings.