

Outreach Plan

F-001245

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CALFED Bay-Delta Program Programmatic Draft EIR/EIS

Draft Outreach Strategy

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

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, editorial boards and legislators--*CALFED staff can work with public information staff to help coordinate: small roundtable briefings with appropriate stakeholders; editorial board briefings, and telephone briefings of key legislators.

*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.

BDAC Participation

Briefing stakeholders and opinion leaders, editorial boards and legislators--CALFED staff can work with BDAC members to help coordinate: small roundtable briefings with appropriate stakeholders; editorial board briefings, and telephone briefings of key legislators.

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—BDAC members are encouraged to attend one or more public hearings.

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 draft PEIR/PEIS:

Editorial Boards

- Sacramento Bee
- San Francisco Chronicle
- Stockton Record
- Chico News Enterprise
- Redding Record Searchlight
- Los Angeles Times
- 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