

PUBLIC OUTREACH FOR THE BAY DELTA CONSERVATION PLAN UPDATED—APRIL 2009

The following provides an updated summary of the outreach activities planned between April and October 2009 to inform and educate the public about the Bay Delta Conservation Plan, and to engage the public in the development of the plan. The activities reflect a continuation of the approach approved by the Steering Committee in early 2008 and of the ongoing activities that occurred throughout 2008 and the first quarter of 2009.

OVERARCHING OBJECTIVES:

- **Improve understanding (and correct misunderstanding) of what the conservation plan is and is not.**
- **Raise awareness about the conservation measures being contemplated.**
- **Simplify information and streamline access to information.**
- **Build trust in the BDCP process (e.g. the HCP and NCCP processes) and the people involved.**
- **Provide continued access to decision-makers.**
- **Provide meaningful opportunities for involvement.**
- **Maintain and enhance a transparent process for understanding, clarifying and addressing public concerns and comments.**

ACTIVITIES:

Steering Committee Network

Each BDCP member organization has a suite of outreach tools they utilize on a regular basis, including newsletters, email updates, Web site, blogs, etc. These tools can provide a significant extension of BDCP outreach directly to those constituencies that are likely to be interested in the development of the BDCP. To implement this outreach, each SC organization would need to provide access to their Public Information Officers in order to coordinate activities, and to strategize about messages as necessary. It would be beneficial to include those PIOs in the Outreach Committee calls on a regular basis, perhaps bi-monthly. To be most efficient, the BDCP will provide content that each organization can use as-is or tailor for its own needs (e.g. a newsletter article, and BDCP email update, etc.).

Tours

Tours provide opportunities to engage audiences like no other traditional outreach tool. Because the Delta is a physical landscape, it is one to be experienced. Bringing people to physical locations and showing features of the Delta will be extremely helpful in painting the overall picture of both the situation in the Delta and of the purpose of and rationale for conservation measures envisioned by the BDCP. Tours also provide an opportunity to strengthen relationships. Both on-the-water and land-based tours would be available.

Stakeholder Outreach

In advance of a preliminary draft of the plan and associated workshops, connect with stakeholders and community organizations to discuss conservation measures and approaches under consideration. Conduct one-on-one meetings, interviews, small group meetings and presentations/briefings with stakeholders periodically to discuss status of the process, key questions and concerns on available

specifics, and gather input. Actively investigate opportunities to participate in events and workshops planned by other organizations in order to provide additional information and opportunities for input.

Speakers Bureau

The BDCP has generated wide interest among community, agricultural, governmental, environmental, business and academic groups, particularly in the counties within the Delta cities and counties. Establishing a Speaker's Bureau representing multi-sector teams -- DWR and partner agencies, as well as BDCP Steering Committee members -- is important to effectively handle speaking requests, respond to public comments/questions and media inquiries. The purpose of the speaker's bureau is to provide information, specifically to targeted groups that include organizations focused on the interests of agriculture, business, recreation, and the environment, as well as representatives from local government.

- Speaker Presentation: Speakers will be provided with a PowerPoint presentation, updated to reflect the progress of restoration efforts and conveyance options, and will be briefed in delivering the presentation and answering questions.
- Sought-After Speaking Engagements: Seek out opportunities to present at conferences and meetings, as appropriate.
- Speaking Requests: A Speaker Request Form will be developed to guide the Program in selecting the most appropriate and available speaker and presentation. The form will be available in printed form and also will be available on the Program web site.

Informational Material

As the BDCP progresses, there will be a greater need to provide information and education on a suite of highly technical issues. Certain discrete subjects will require increasingly detailed explanation and information. Because the BDCP will be a very large document, there will be a need to use materials to help the public not only understand but also locate their topics of interest (in the process and in the document). Anticipated new informational materials include:

- Guide to community issues and input
- Fact sheets (adaptive management, governance, conservation measures (flow, habitat, other stressors, process
- BDCP preliminary draft – Summary
- Visuals to depict specific conservation measures
- Frequently Asked Questions

Web site

Frequently update the site with new and relevant information and links to related subjects of interest. Add where feasible interactive or visual elements, including maps, webcasts, etc to aid in information sharing and understanding. Include resources that clarify the problems to be solved (endangered species and contracted water deliveries) and solutions to do so. Review and update for accessibility.

Workshops

Continued communications with stakeholders and the public about the BDCP and its alternatives is expected by those audiences and in the interest of state and federal agencies. The upcoming milestone of the availability of a preliminary draft of the BDCP presents an opportunity to engage stakeholders in an active role.

What: Series of issue-specific or geography-specific shirtsleeves workshops, with the first being a general overview of a preliminary draft of the plan.

Why: A. Availability of preliminary draft plan and a follow-up to previous regional meetings
B. Identify how stakeholder input was utilized
C. Allow smaller group, shirtsleeves discussion of the top 4-5 topics/issues that have emerged
D. Generate recommendations to be considered in the December 2009 Public Review Draft

When: Summer 2009, consider a Saturday to allow for full public participation

Stakeholder and Public Feedback Tracking and Response

The BDCP is actively soliciting information, resources, feedback, and opinions on key planning issues from agencies, landowners, stakeholders and the general public. It is critical to demonstrate how that feedback is being used in the process. Summarize public comment received via stakeholder workshops, briefings, Steering Committee and Technical Team meetings and other meetings and update a "Stakeholder Feedback Log" on a monthly basis. Additionally, public feedback reports will be issued following each round of formal BDCP outreach meetings. Periodically, at key milestones in the process (*e.g., release of the Draft BDCP*), the BDCP will publish a "Guide to Public Issues and Input" which will document and summarize how public feedback received is being addressed and reflected in the BDCP. This guide will be used to inform discussions in stakeholder outreach, workshops, internal discussions and the development of the plan.

Environmental Justice

Integrate an Environmental Justice outreach program into overall outreach activities. Strategies identified reflect grassroots-based approaches that will help encourage EJ communities to participate in the planning and decision making process, and that will also provide opportunities for ongoing education and information sharing with other regional populations to promote a better understanding of the purpose and need of the BDCP program and the overall benefits and potential effects. Reach as wide a range of interested parties as possible by employing multiple tactics. Activities may include:

- Materials
- EJ Community Outreach Database
- Partnerships
- Targeted Media Relations
- Hotline
- Community Leader Stakeholder Interviews
- Community Presentations
- Project Web site/Page

Timeline:

April through July/August: Provide additional/more detailed informational material, attend/host presentations, briefings and small group meetings, improve stakeholder and public feedback tracking and response mechanism, focus on EJ, revamp Web site, organize Steering Committee network outreach, organize speakers bureau.

September: Public workshop(s) focused on a preliminary draft of the plan

October/November: small group meetings to discuss preliminary draft; continuation of briefings, presentations, informational material; arrange tours as necessary; ongoing EJ outreach; ongoing Web site updates