

# NORTH AMERICAN BASIN REGIONAL DROUGHT CONTINGENCY PLAN – COMMUNICATIONS AND OUTREACH PLAN

## A. INTRODUCTION

This Communications and Outreach (C&O) Plan is intended to provide organizational structure, and serve as a general outline for the communication and outreach activities associated with the North American Basin (NAB) Regional Drought Contingency Plan (RDCP). It describes how stakeholders and members of the public can be involved in the planning process, their opportunities to provide input on the drafting of the RDCP, and how the Drought Planning Task Force (DPTF) described in Section C.2 will keep them informed as RDCP development progresses. The RDCP is collaborative in nature, and its success is directly tied to the participation of stakeholders. This C&O Plan is adaptive in nature, and subject to revision and updates as needed to meet the ongoing needs of the project. The C&O Plan includes:

- Section A: An overview of the RDCP
- Section B: Goals for communication & outreach, measures for success, roles & responsibilities, key messages
- Section C: Communications & outreach approach, activities, and tools
- Section D: List of identified stakeholders

### A.1 Overview

The NAB RDCP is a collaborative project among five large municipal and industrial (M&I) water agencies with U.S. Department of the Interior, Bureau of Reclamation (Reclamation) water service contracts to divert supply from the American River and Folsom Reservoir, an integrated feature of the Central Valley Project (CVP).

It will involve 5 water agencies with Reclamation water service contracts (Placer County Water Agency [PCWA], City of Folsom [Folsom], City of Roseville [Roseville], City of Sacramento [Sacramento], San Juan Water District [SJWD] – the Partners) and will include participation by 12 water agencies in the North American Basin<sup>1</sup>, Regional Water Authority (RWA<sup>2</sup>), Water Forum, California Department of Water Resources (DWR), and Reclamation.

For years, the region has been working on coordinated planning efforts to improve water supply reliability. The latest products of the regional planning include a 2012 System Optimization Review (SOR) partially funded by Reclamation and the 2013 update to the American River Basin Integrated Regional Water Management Plan (IRWMP). Each of the Partners do have established agency-specific Water Shortage Contingency Plans that define water use reduction states during emergency conditions. The RDCP will build on these existing regional and agency-specific efforts with the goal of building a proactive plan that helps:

- Recognize the next drought in the early stages
- Understand how the drought will impact the North American River Basin
- Protect the region from the impacts of the next drought

Current drought conditions in California have revealed substantial risks to the public water supply system in the greater Sacramento region, and the need to prepare a RDCP to increase the resiliency of the region's water resources in the face of future climate and drought conditions. The RDCP will develop a prioritized list of actions to improve water supply reliability, and make recommendations for future implementation. The Partners have been

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<sup>1</sup> California American Water Company, Carmichael Water District, Citrus Heights Water District, City of Lincoln, Del Paso Manor Water District, Fair Oaks Water District, Golden State Water Company, Natomas Central Mutual Water Company, Orange Vale Water Company, Rio Linda/Elverta Community Services District, Sacramento County Water Agency, Sacramento Suburban Water District.

<sup>2</sup> RWA is a joint powers authority formed in 2001 and consisting of more than 20 water suppliers in the greater Sacramento region for the purpose of protecting and enhancing the sustainability of regional water supplies.

engaged in integrated regional planning for more than two decades, and have been coordinated under the RWA since 2001.

## A.2 Planning Area

The planning area includes northern Sacramento and western Placer Counties. The entire area subject to the RDCP is shown in **Figure 1** and includes some 550 square miles, with 17 water suppliers serving a population of more than 1 million people. The Partners are shown in the map in darker blue, with the remainder of the RDCP area shown in lighter blue. The RDCP area encompasses the cities of Citrus Heights, Folsom, Lincoln, Rancho Cordova, Rocklin, Roseville, and Sacramento.

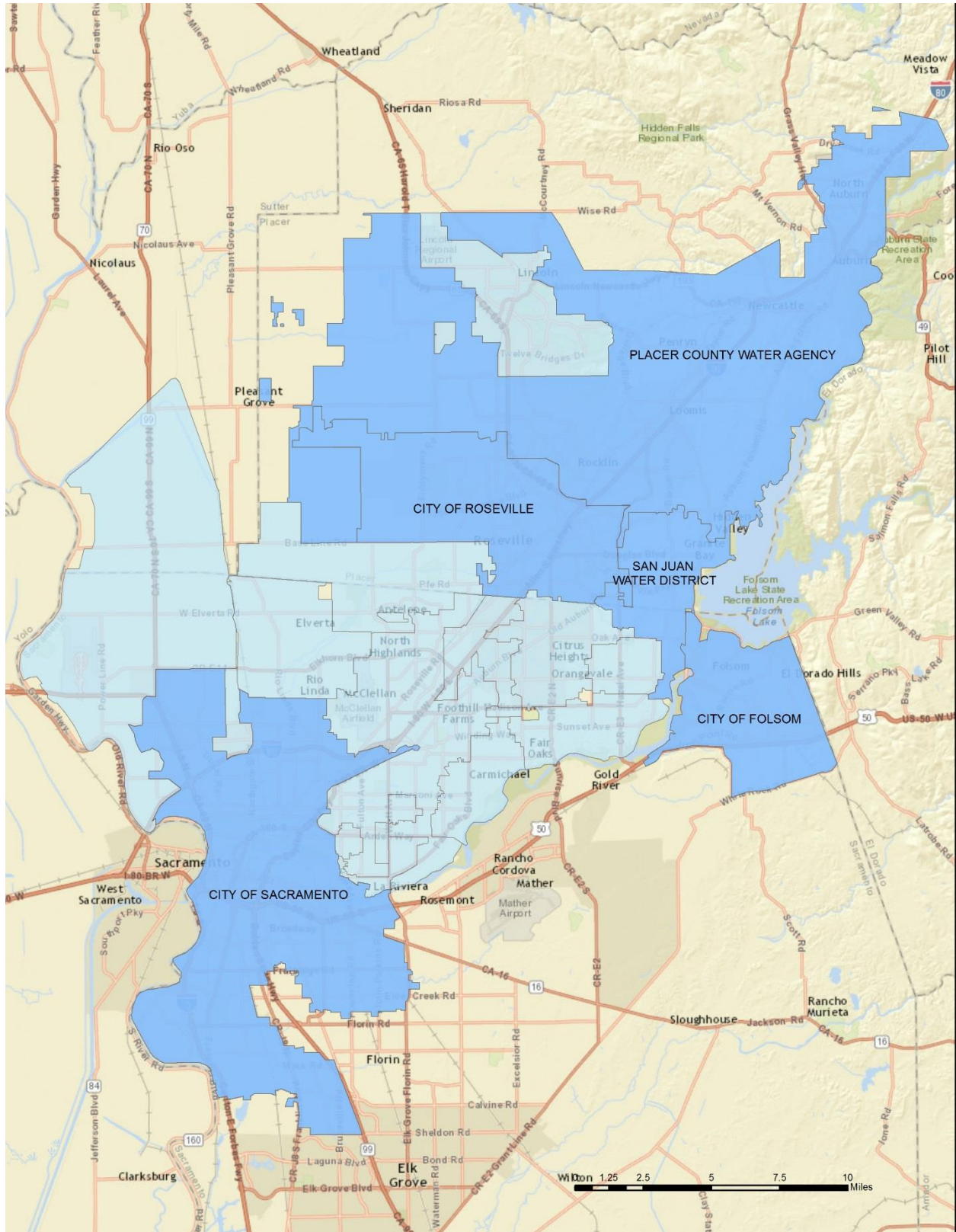


Figure 1. North American Basin Regional Drought Contingency Plan Area

**B. GOALS STAKEHOLDER AND PUBLIC INVOLVEMENT**

This section describes the goals and measures of success for communications and outreach.

**B.1 C&O Plan Goals**

Goals for communication & outreach include:

- Timely, reliable communication with stakeholders at all levels, leveraging familiar venues and processes whenever possible
- Relevant content distributed to the right audience to support plan development through the DPTF meetings
- Engagement of the identified stakeholders in the planning area to support participation in the RDCP through an effective DPTF
- Clearly defined and understandable roles & responsibilities for stakeholders
- Consistent and clear delivery of key messages identified

**B.2 Measures of Success**

Specific outcomes identified to help understand the RDCP C&O Plan success include:

- Meeting scheduled deadlines outlined in **Figure 2**
- Maintaining a stable level of participation in the DPTF

**B.3 Roles & Responsibilities**

Stakeholders identified to date include the Partners, State and Federal partners, RWA, RWA members, RWA associate members, and the Water Forum. To organize this group and provide a venue for collaboration, RWA will form the Drought Planning Task Force (DPTF), described in more detail in Section C.2.

The following RACI (Responsible, Accountable, Consulted, and Informed) identifies the anticipated activities associated with the RDCP, and expected level of engagement with the plan. Each group is considered an outreach audience for the purposes of this plan, and communication will be consistent with the anticipated activities column unless modified by the DPTF.

**Table 1. RDCP RACI Table**

	Responsible	Accountable	Consulted	Informed	
GROUP	R	A	C	I	ANTICIPATED ACTIVITIES
RWA	☑				* Review RDCP progress (technical, schedule, budget, etc.) * Prepare for upcoming meetings * Submit deliverables to and fulfill reporting requirements of Reclamation
DPTF		☑	☑		* Conduct kick-off meeting to: refine RDCP purpose, goals, and objectives; confirm roles & responsibilities; discuss potential constraints for planning purposes; agree on protocols for communications & interactions with elected officials & other organizations/agencies that may be involved; agree on RDCP schedule & milestones * Review RDCP progress
<i>Individual Task Force Members:</i>					
<i>Planning Leads (RWA and Partners)</i>		☑	☑		* Provide input (review comments, RDCP direction, larger policy issues, etc.) * Provide information required for RDCP task completion * Address review comments * Make decisions related to RDCP and resolve issues * Provide direction to Contractor * Act on next steps/recommendations (as appropriate)

12 Additional Water Supply Agencies in RDCP Area <sup>[2]</sup>			<input checked="" type="checkbox"/>		* Provide input (review comments, RDCP direction, feedback on policy issues, etc.) * Provide information required for RDCP task completion
Sacramento Water Forum			<input checked="" type="checkbox"/>		* Provide input (review comments, RDCP direction, feedback on policy issues, etc.)
DWR				<input checked="" type="checkbox"/>	* Become informed on RDCP progress * Provide input (review comments, etc.)
Reclamation			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* Become informed on RDCP progress * Provide input (review comments, RDCP direction, etc.) * Receive deliverables and other reporting requirements
Interested Stakeholders (Agriculture, Environmental, NGOs)				<input checked="" type="checkbox"/>	* Become informed on RDCP progress * Provide input (review comments, etc.)
General Public				<input checked="" type="checkbox"/>	* Become informed on RDCP progress through website, or attending DPTF Meeting #7 webinar * Provide input on public draft of RDCP (review comments, etc.)
RDCP Support – Contractor	<input checked="" type="checkbox"/>				* Conduct RDCP scope of work based on direction provided by Planning Leads * Develop meeting materials and facilitate meetings * Present issues to be resolved and other items requiring input/direction to Planning Leads * Adhere to schedule and budget

<sup>[1]</sup> **Responsibility** describes where the work is done, who is responsible for carrying out a task

**Accountability** describes where the buck stops, who is held accountable.

**Consulted** are the critical people who need to contribute prior to completing the activity

**Informed** indicates that it is less critical for this person to be involved but they need to be updated and informed about the outcome of the activity.

<sup>[2]</sup> California American Water Company, Carmichael Water District, Citrus Heights Water District, City of Lincoln, Del Paso Manor Water District, Fair Oaks Water District, Golden State Water Company, Natomas Central Mutual Water Company, Orange Vale Water Company, Rio Linda/Elverta Community Services District, Sacramento County Water Agency, Sacramento Suburban Water District.

#### B.4 Key Messages

Key messages can serve as a reference to those responsible for communicating about the project. These are statements that the Partners and RWA would like to see included in a tailored fashion in initial communications to anyone outside of the planning process. That could include members of the media, elected officials, or RWA service area customers. Key messages identified include:

- The RDCP is a Reclamation and Partner funded study that will increase the resiliency of the region’s water resources and respond to future climate change and drought conditions
- The RDCP builds on years of coordinated and collaborative planning efforts in the region
- A draft of the RDCP will be made available for a 30 day public comment and review period, anticipated for Spring 2017

## C. COMMUNICATIONS & OUTREACH APPROACH, ACTIVITIES, AND TOOLS

### C.1 Communication & Outreach Approach

As described in section A.1, collaborative planning activities will include It will involve 5 water agencies with Reclamation water service contracts (PCWA, Folsom, Roseville, Sacramento, SJWD) and will include participation by 12 water agencies in the North American Basin, as well as RWA, the Water Forum, DWR, and Reclamation.

The approach to achieving a successful RDCP will be to effectively leverage the DPTF as a central venue for Plan development, and to build on the history of coordinated regional planning in the region.

Outreach activities beyond the DPTF will include:

- As needed email communication from RWA to the identified stakeholders (listed in Section D.1), to keep interested stakeholders informed on the process, timing of deliverables, and opportunities for collaboration
- Regular updates provided at bi-monthly RWA Board meetings
- As requested presentations and meetings with interested stakeholders, Board members, elected officials & staff

### C.2 Drought Planning Task Force

The primary venue for collaborative planning will be the regularly scheduled meetings of the DPTF. All meetings of the DPTF will be open for stakeholder and public involvement, including time reserved in the agenda for public comments. Approximately nine meetings are anticipated, as shown in the schedule graphic in **Figure 2**. Each meeting is planned to coincide with a planning deliverable for discussion and review. Examples for work product review include technical memorandums and descriptions of planned study methods and activities – though the committee will also be asked to undertake planning exercises and provide feedback on the direction of the plan as well. The DPTF may also choose to make modifications to this C&O plan to better serve the RDCP plan development.

The DPTF is intended to provide a transparent setting for plan development, and a flexible structure that allows RWA members, associate members, outside agencies, and stakeholders to participate to the level they are interested. All meetings will be facilitated by RWA or support staff, and will be directed by detailed agendas. All meetings will be described in summary documents that include action items, and will be distributed to DPTF participants.

### C.3 Drought Planning Task Force Formation & Membership

The May 2016 DPTF formation meeting served to refine the purpose, goals, and objectives for the RDCP; confirmed roles and responsibilities; discussed potential constraints for planning purposes; agreed on protocols for communications and interactions with elected officials and other organizations/agencies that may be become involved in this process; and agreed on the outlined RDCP schedule and milestones.

### C.4 Email

Email distribution is an important tool in communicating with the RDCP stakeholders. RWA will utilize existing email lists to develop an invitation list to the DPTF kickoff, and also consult with Partner agencies if others should be invited to individual DPTF meetings. Email will be the primary notification for meeting dates, meeting materials, and important announcements.

### C.5 Webinar

In order to reach a broader audience with relevant content, a public webinar is planned for DPTF Meeting 7 - the rollout of the Draft RDCP. As described in the project schedule, this public meeting and webinar will kick off a 30 day public comment period. Invitations to participate in person or online will include additional stakeholders identified for invitation by the DPTF and Reclamation, as well as interested members of the general public. Targeted invitations may be sent to representative NGOs, elected officials, regional Board members, or others as the DPTF identifies. All participants will be encouraged to review and provide comments as necessary on the public draft RDCP.

## C.6 Presentations

RWA and consulting staff may be made available at the request of stakeholder in order to present on the RDCP to key audiences such as elected officials, Boards, external stakeholders, or regional water management partners during the RDCP process. This type of targeted outreach will be considered by the Partners and RWA as requested. Presentation materials and handouts may also be developed and distributed if needed, consistent with the key messages described in this plan.

## C.7 Public Information & Notification

The RDCP process will contain two public notifications:

- Completion of the Draft RDCP, and launch of the 30 day public comment period. This draft will be shared at DPTF Meeting #7, anticipated in Spring 2017.
- Completion of the Final RDCP, anticipated Fall 2017

These notifications will consist of posting content to the website, distribution to the entire stakeholder list via email, and a reminder to all DPTF participants and observers to inform any additional stakeholders they believe may be interested in commenting on the RDCP.

## C.8 Stakeholder and Public Involvement Schedule

Stakeholders and members of the public will be encouraged to provide input on the development of draft TMs and draft documents, and participate in DPTF meetings. Key milestones for engagement are highlighted in the **Table 2** below, and a full project schedule is provided in **Figure 2**.

These key engagements include the DPTF kickoff meeting, the release of the Public draft RDCP, and the presentation of the final RDCP.

**Table 2. Stakeholder and Public Involvement Key Engagements**

Description	Anticipated Date
<b>DPTF Meeting #1</b>	
<ul style="list-style-type: none"> <li>• Project Public Launch</li> <li>• Email invitation to full stakeholder list, along with descriptive materials outlining the RDCP plan development process and opportunity to participate via the DPTF</li> </ul>	June 2016
<b>DPTF Meeting #7</b>	
<ul style="list-style-type: none"> <li>• Presentation and summary of Draft RDCP</li> <li>• Public Webinar option to invite larger participation</li> <li>• Invitation for Public Comment, and description of the Public Comment Process</li> </ul>	May 2017
<b>DPTF Meeting #9</b>	
<ul style="list-style-type: none"> <li>• Presentation of Final RDCP</li> <li>• Summary of Public Comment process, and resolution for comments received</li> </ul>	Sep 2017

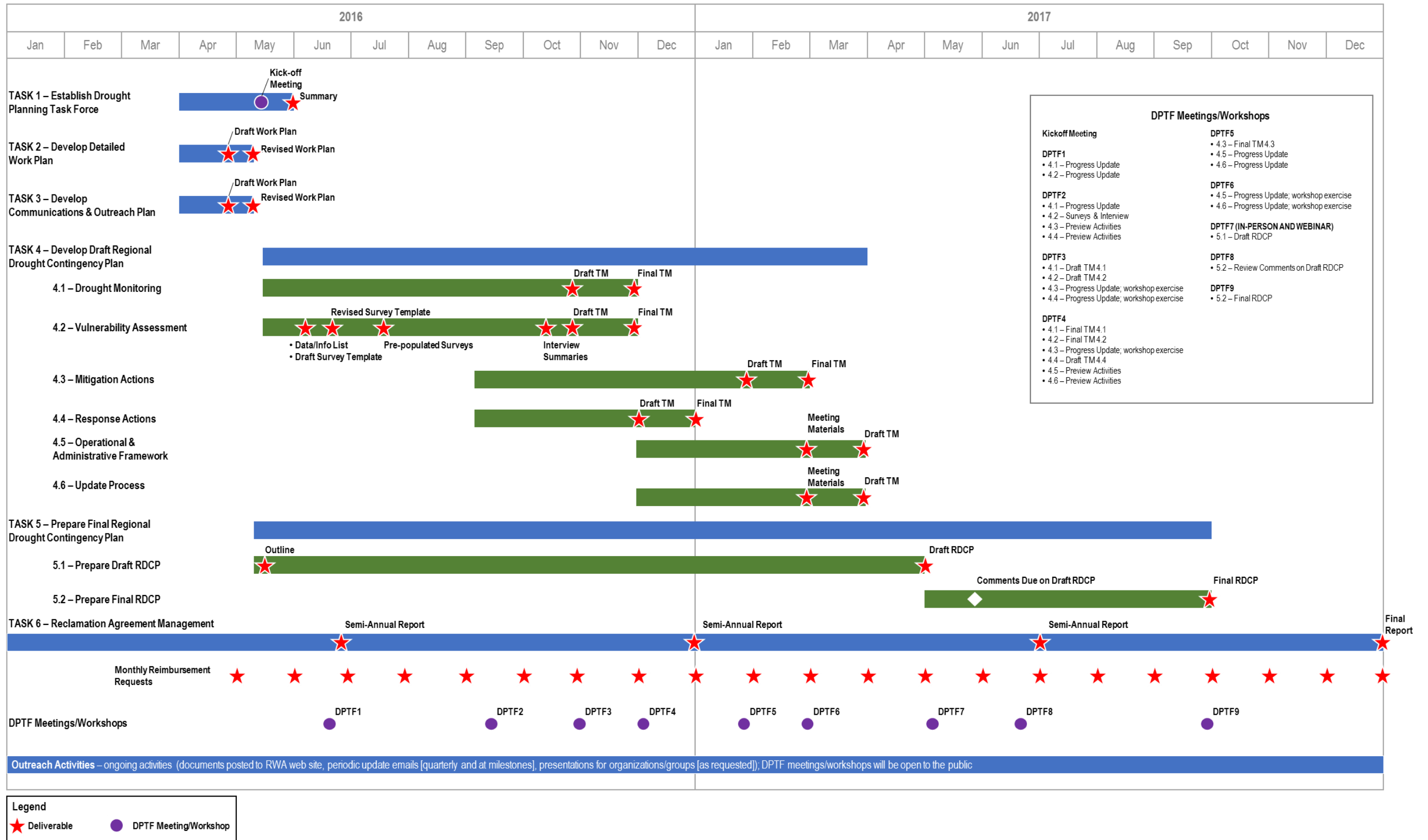


Figure 2. North American Basin Regional Drought Contingency Plan Schedule



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**D IDENTIFIED STAKEHOLDERS**

**D.1 Stakeholder List**

This list will form the foundation for an identified stakeholder database and RACI chart that will guide communication and outreach throughout the project. These stakeholders and groups were identified by RWA and the RDCP Partners at the outset of the process, but can be modified and expanded as needed. This list contains several stakeholder categories, which correspond to anticipated level of involvement and interest in the project. Management Agencies/JPAs listed at the top of the table, are identified as the Planning Partners, and important State and Federal Partners. These entities will be key partners in the process, and will likely have representatives who are highly engaged in the DPTF. The California Department of Water Resources will not be a member of the DPTF, but is still important in keeping informed of the RDCP process. This list also includes RWA members, RWA Associate members, and other identified stakeholder interests.

Identified Stakeholder List	
<b>Management Agencies/JPAs</b>	
	Department of the Interior, Bureau of Reclamation
	California Department of Water Resources
	Regional Water Authority
	Sacramento Groundwater Authority
	Sacramento Central Groundwater Authority
	Western Placer Groundwater Management Group
	Sacramento Area Water Forum
<b>RWA Members</b>	
	Placer County Water Agency
	City of Folsom
	City of Roseville
	City of Sacramento
	San Juan Water District
	California American Water Company
	Carmichael Water District
	Citrus Heights Water District
	City of Lincoln
	Del Paso Manor Water District
	Fair Oaks Water District
	Golden State Water Company
	Orange Vale Water Company
	Rio Linda/Elverta Community Services District
	Sacramento County Water Agency
	Sacramento Suburban Water District
	Elk Grove Water District
	El Dorado Irrigation District
	Rancho Murieta Community Service District
	Woodland-Davis Clean Water Agency

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	City of West Sacramento
	City of Yuba City
<b><i>RWA Associate Members</i></b>	
	Sacramento Regional County Sanitary District
	El Dorado County Water Agency
	Sacramento Area Flood Control Agency
	Sacramento Municipal Utility District
<b><i>Other Water Agencies/Districts</i></b>	
	Natomas Central Mutual Water Company
<b><i>Special interests</i></b>	
	Business Interests
	Environmental Interests
	Agricultural and Self Supplied