



Topic: **Reservoir Committee Agenda Item 3.2**

2020 May 21

Subject: **Communications and Outreach Update**

Requested Action:

Review and Comment on Communications and Outreach Efforts to Communicate Rightsized Project.

Detailed Description/Background:

Since the approval of the Sites Value Planning Report last month and the introduction of the proposed "right-sized" project, staff and our Communications and Government Affairs teams have been actively engaging in an extensive communications and outreach effort.

These efforts include the following activities.

- Distribution of a press release highlighting the "right-sized" project to our statewide media list, distribution of an e-blast newsletter, distribution of Editorials to regional media outlets, and distribution of content on the project's social media platforms.
- Federal & State elected official/staff briefings on the project's value planning process, future funding needs and agency coordination needs.
- Project update briefings with NGOs and public interest organizations to introduce the project's rightsizing and solicit NGO feedback on the environmental review process and the path forward.
- Landowner coordination activities and briefings with local elected officials introducing the "right-sized" project.

Over the next several weeks, staff will continue to engage elected officials, landowners, project stakeholders and to develop and distribute additional media content in support of the rollout of the new proposed project. Considering the circumstances with COVID, a webinar is being produced that will be made available on the website by the end of June that reviews all aspects of the "right sized" project.

Additionally, staff is working on updating and distributing a revised version of the Message Platform based on comments received from the Reservoir Committee and Authority Board in addition to the feedback that we have received from during our outreach efforts to date.

Prior Action:

None.

Fiscal Impact/Funding Source:

None.

Status: Final	Preparer: Spesert	Phase: 2	Version: A
Purpose: Staff Report	QA/QC:	Date: 2020 May 21	
Caveat: Informational	Authority Agent: Brown	Ref/File #: 10.700	
Notes:		Page: 1	of 2

Staff Contact:

Jerry Brown/Kevin Spesert

Attachments:

None.