

Agenda Item 3.2

Communications & Government Affairs Update

Sites Reservoir Committee
May 21, 2020



Agenda Item 3.2 - Communications & Government Affairs Update

With the introduction of the new “right-sized” project alternative, staff and the Communications and Government Affairs team have been actively engaging in an extensive communications and outreach effort focused on;

- Introducing the project’s new organization and direction
- Introducing the new “right-sized” project and its statewide benefits
- Discussing the proposed revision on the project’s environmental review

Communications and outreach efforts included;

- Briefings with Federal & State elected officials
- Briefings with NGO’s and public interest organizations
- Landowner coordination activities and briefings
- Media and development of project materials

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Briefings with Federal & State elected officials

- Provided briefings for federal electeds (Feinstein, Garamendi, LaMalfa, Huffman) with additional briefings for other electeds being planned
- Provided briefings for state electeds (Nielsen, Sen. Dahle, Gallagher, Assembly member Dahle) with additional briefings for other electeds being planned
- Conducted a “virtual” Capitol Hill Legislative Day and provided briefings for key Senate and House Committee staff. A second round of “virtual” meetings are being planned

Briefings with NGO’s and public interest organizations

- NGOs briefed as part of this effort included; NRDC, Nature Conservancy, California Waterfowl, Ducks Unlimited,, Environmental Defense Fund, Friends of the River, California Sports Fishing Alliance, Planning & Conservation League, Defenders of Wildlife, Grasslands Water District, Audubon, Point Blue
- Meetings are being scheduled for early June with additional NGO’s

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Landowner/local community coordination activities and briefings

- Began outreach to landowners and the local community to introduce the new project - including the development of a Landowner Newsletter to be published in late May/early June
- Began outreach to landowners along the proposed Dunnigan Pipeline/CBD and provided a briefing to the Yolo County Supervisor who represents the area to discuss potential land use issues

Media and project materials updates

- Distribution of a press release highlighting the right-sized project, distribution of an e-blast newsletter, preparation of newspaper Op-eds for publication, and distribution of content on the project's social media platforms.
- Distribution of the 2019 Annual Report and Executive Prospectus
- Updating of project informational materials including the general project fact sheet, FAQ , and website information
- Development of new materials as needed - including a VP7 fact sheet

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Update/Revisions to the Message Platform

- RC and AB input from the April meetings -expanding out the messaging on the project's environmental benefits and climate change resiliency
- Common themes coming out of NGO meetings
 - Environmental Water management - how do we accomplish flexible operations?
 - Dealing with Uncertainty of Delta operations
 - Need for greater specificity and understanding of proposed operations
 - Concerns with diversion criteria and temperature effects of releases

The Message Platform is being revised to reflect input received and will be considered by the RC and AB at the June meetings.

Questions

