

Sites Reservoir

Communications Update
February 2021



Telling Our Story

- ✓ Use consistent messaging
- ✓ Highlight milestones and progress
- ✓ Create various formats and consider language needs
- ✓ Increase third party AND investor engagement
- ✓ Be transparent, strategic and proactive

We Listened and We Improved

- ✓ **Results of Value Planning: Affordable. Permittable. Buildable.**
- ✓ **Collaborative engagement at local, state and federal levels**
- ✓ **Comprehensive rollout of Draft EIR**

Focused and equitable engagement methods

Multiple ways to notice, participate and comment

Virtual statewide/in-person Sac Valley participation

Layered materials including layperson guide/audio and video clip segments

Looking Ahead to 2021

- ✓ Collateral Materials
- ✓ Investor Profiles
- ✓ Virtual Town Halls/Roundtables
- ✓ Equity and Language Barriers
- ✓ Podcasts/Blogs/Video Elements
- ✓ User-Friendly Updates

Blog



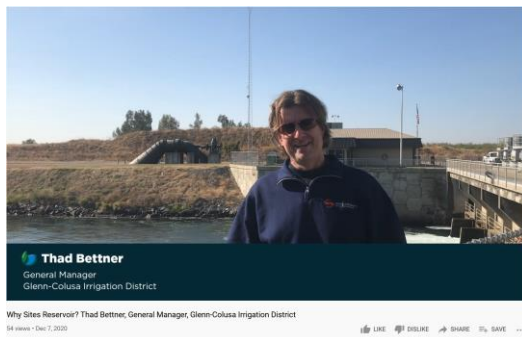
Reliable Water Supplies for Reliable Food
By Mike Wade | November 10, 2020
Author: Mike Wade, Executive Director, California Farm Water Coalition Millions of people across our nation, and countless millions throughout the world depend on California's farms and ranches for the food they eat every single day. California leads the nation as the country's largest agricultural producer and exporter and serves as a vital link in the [...]



Saving Water for a Drier Day
By Ali Forsythe | October 21, 2020
Author: Ali Forsythe, Environmental and Permitting Manager We often hear of the toll drought takes on California but, among the often discussed topics of a drought's effects to agriculture, jobs, and urban and rural communities, impacts to the environment can be lost in the narrative. The fact is that the environment is high on the [...]



Value Planning for a Better Sites Reservoir
By Jerry Brown | September 4, 2020
Author: Jerry Brown, Executive Director, Sites Project Authority Designing and constructing any infrastructure project is a major undertaking. Water supply projects come with a number of unique challenges - they require a delicate balance between water supply demands, project costs, and environmental benefits and risks. Their success depends on factors that may not come into [...]



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