

# Legislative & Outreach Committee

November 14, 2022



# Agenda Item 1.1: Communications Program Update

Sara Katz

# 2022 Overview

- Established strategic partnerships
- Secured top-tier media coverage
- Placed op-eds in key markets
- Developed new animations
- Launched development of 2022 drought video
- Bolstered presence on social media
- Developed rapid response messaging, FAQ
- Launched Sites Community Working Group
- Supported release of DEIR/DEIS

# **Agenda Item 1.2:** **Consideration of 2023 Communications** **Approach and Budget**

Kevin Spesert/Sara Katz

# 2023 Communication Strategy

- Continue strategic, measured and focused approach
- Focus on project information and public education
- Emphasis on statewide participation and statewide benefits of the project
- Targeted messaging to a broader geographic audience
- Proactive stakeholder/community engagement
- Leveraging third party voices
- Key program messages:
  - Managing water differently
  - Sites as a drought tool
  - Opportunities with changing climate

# 2023 Budget Adjustment

Communications – By Task	Original WP (2023)	Adjustment (2023)	Revised Budget (2023)
Outreach Support (Local, State, Industry, NGO)	\$128k	\$110k	\$238k
Strategic Communications and Message Development	\$53k	\$75k	\$128k
Informational Materials and Media	\$85k	\$160k	\$245k
AB/RC Engagement/Public Affairs Support	\$42k	\$75k	\$117k
Environmental Public Involvement	--	\$80k	\$80k
Permitting Support	\$43k	\$75k	\$118k
Project Management	\$43k	--	\$43k
Expenses	\$32k	--	\$32k
<b>Total</b>	<b>\$427k</b>	<b>\$575k</b>	<b>\$1.0M</b>

# 2023 Communication Approach

- Messaging, engagement on FEIR/FEIS & Water Right process
- Tailored support for Sites Investors and their respective stakeholder engagement initiatives
- Development of new video assets (i.e. virtual tour video)
- Collaboration with local landowners and CWG members re issues, concerns and opportunities
- Additional earned media, blogs and opinion-editorial placements
- Proactive, in-person presentations with key audiences
- Increased social media/traditional media presence

# Planned Activities for 2023

## **Outreach Support (Local, Statewide, Industry)**

- Support for community events, open house and availability sessions, Sac Valley engagement, and support of CWG. New strategic partnerships. Coalition building.

## **Strategic Communications and Message Development**

- Issue specific messaging; rapid response, support for proposed research tasks to inform Sites messaging.

## **Informational Materials and Media**

- Regional media; new graphics; new video content; paid boosts and increased social media presence.



# Planned Activities for 2023

## **AB/RC Engagement & Public Affairs**

- Member Agency Tailored Materials, targeted social media; translated materials, updated tool kits

## **Environmental Public Involvement Support**

- Strategic support – release of FEIR/FEIS; enhanced media engagement; create supporting information materials; Address concerns & misinformation

## **Permitting Support**

- Additional graphics & materials to support water right permitting process; messaging and rapid response
- Outreach for key milestones and permitting activities

# QUESTIONS?



# Agenda Item 1.3: Federal Government Affairs Update

Roger Gwinn/Garrett Durst

# **Agenda Item 1.4:**

## **Review on progress of the 2022 Federal Legislative Priorities**

Kevin Spesert/Roger Gwinn/Garrett Durst

# 2022 Federal Legislative Priorities

2022 Priority	Status
Complete the federal post-feasibility analysis for transmittal as an OMB addendum which will establish the basis for the federal funding level (up to 25%)	Completion expected by mid-December
Secure WIIN Act storage account funds and Infrastructure Investment and Jobs Act (IIJA) storage funds	IIJA funds have been secured (\$30 million). WIIN Act funding is expected in mid-December
Advocate for continued appropriation of no less than \$134 million to the WIIN Act Storage Account	Completed - \$134 million included in both House and Senate FY23 appropriations bills
Secure EPA and OMB approval of the Sites Project EPA WIFIA Loan Letter of Interest (LOI)	Completed

# 2022 Federal Legislative Priorities

2022 Priority	Status
Monitor and engage on Sen. Feinstein's STREAM Act and Congressman Huffman's HR2 and other water or drought legislation expected to be introduced	Completed – both bills remain positive for Sites
Identify and secure appropriations/grants/loans to support project elements, i.e., broadband, transportation improvements (bridges), flood control, among others.	Ongoing.
Ongoing engagement with federal elected officials and their staff, administration officials and federal agency leadership	Ongoing. Held legislative briefings throughout the year with electeds and agency leadership.

# QUESTIONS?



# Agenda Item 1.5: State Government Affairs Update

Keith Dunn



# **Agenda Item 1.6:**

## **Review on progress of the 2022 State Legislative Priorities**

Kevin Spesert/Keith Dunn

# 2022 State Legislative Priorities

2022 Priority	Status
Pursue opportunities to secure additional WSIP funding should additional funding become available	Ongoing. Tracking opportunities and engaged with Water Commissioners and Administration.
Work with other Prop 1 Storage project proponents to secure inflation adjustments	Completed. Received \$39 million. Brings the WSIP amount to \$875 million.
Explore the potential for increasing the WSIP Early Funding that was awarded to the project from 5% to something greater.	Ongoing. Engaged with Water Commissioners, Water Committees, and Administration.
Pursue opportunities from potential state bond measures or budget surplus funding	Ongoing. Engaged with administration & electeds to identify funding opportunities.
Ongoing engagement with state elected officials and their staff, administration officials and state agency leadership.	Ongoing. Held legislative briefings throughout the year with electeds and agency leadership.

# QUESTIONS

