



## DELTA STEWARDSHIP COUNCIL

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### **Delta Stewardship Council Workgroup Summary: Communications Workgroup Thursday, August 12, 2010, 1:00 p.m. to 3:00 p.m. Delta Room, 650 Capitol Mall, Sacramento, CA**

*This document summarizes input provided by participants during the August 12, 2010 meeting of the Communications Workgroup. The summary is intended to quickly inform Council members about (1) who participated, (2) points raised by participants in response to the meeting charge questions, and (3) preliminary themes or topics of emphasis identified by staff. It is intended to supplement other forms of direct input to the Council, including written submissions and comment at Council meetings. This summary is not intended to serve as a meeting transcript; in some cases the order of comments has been modified for efficiency and organization while preserving meaning. It will be made available to the public as well as the Council.*

*Note: Workgroup meeting summaries to this point have not attributed specific comments to participants. Some participants at the meeting recommended changing this approach and clearly attributing comments to create context and clearly identify concerns and interests associated with specific regions or organizations. The notes for this workgroup meeting were not taken to support this approach but it will be discussed by staff.*

#### **Attendees**

Approximately 25 members of the public participated in the Communications Workgroup meeting, both in person and on the phone. The names appearing on the sign-in sheet and of those who called in are included below:

Jennifer Allen	Contra Costa Water District (phone)
Eric Alvarez	Delta Stewardship Council
Tony Andreoni	California Air Resources Board
Kathy Barnes-Jones	Solano County (phone)
Walter Bentson	Unaffiliated
Elizabeth Betancourt	California Urban Water Conservation Council
Taylor Blackburn	Ogilvy Public Relations
Jeanne Brantigan	CH2M HILL
Karen Buhr	California Association of Resource Conservation Districts (phone)
Keith Coolidge	Delta Stewardship Council
Claudia Goss	Sacramento Regional County Sanitation District
Mike Hartly	Kearns & West
Pam Jones	Kearns & West (Facilitator)
Bill Kahrl	Westlands Water District

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Christine Lim	Kearns & West
Roberta Long	<i>Mountain Democrat</i>
Todd Manley	Northern California Water Association
Sabrina Means	Shaw/Yoder/Antwin Inc.
Karen Medders	Delta Residents
Wilbert Louis Moore	Bureau of Reclamation
Robert Morrow	ARCADIS
Matt Notley	California Department of Water Resources (phone)
Katie Patterson	San Joaquin County Farm Bureau (phone)
Jennifer Persike	Association of California Water Agencies
Dick Pool	Pro-Troll Fishing
Frank Ramirez	National American Indian Veterans
Nicole Ratcliff	Ogilvy Public Relations
Mark Rockwell	Endangered Species Coalition
Veronica Rodriguez	Ogilvy Public Relations
Jeff Sutton	Colusa-Tehama Canal Authority (phone)
Melinda Terry	North Delta Water Agency
Don Thomas	Sacramento County Department of Water Resources
Cinamon Vann	CH2M HILL
Tom Zuckerman	Central Delta Water Agency

Additional participant on the phone for whom information is not available:

Morgan Levy	Student
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## **I. Meeting Purpose and Structure**

The Council authorized creation of four workgroups, open to the public, to assist the Council in developing the Interim Plan and Delta Plan. The four workgroups are:

- Risk Reduction and Coequal Goals
- Governance and Implementation
- Reduced Reliance on the Delta
- Communications/Public Outreach

As currently envisioned, the charge for each workgroup meeting focuses on a set of questions approved by Council staff that link to issues on which the Council seeks input.

The meeting of the Communications Workgroup was held from 1-3 p.m. Aug. 12, 2010. The charge for the workgroup, posted on the Council website and emailed to a wide range of stakeholders in advance of the meeting, was to generate input for the Delta Stewardship Council staff and Council members to support development of a Statewide Communications Plan. The plan will assist the Council in communicating effectively with stakeholders, keeping the public informed of its activities and progress, and receiving feedback from stakeholders and the broader public.

The full notification and meeting charge are attached as Appendix A. A handout used during the meeting to compile information in a grid is attached as Appendix B. A Power Point overview of the workgroup purpose and format is attached as Appendix C and will be posted to the Council website:

[www.deltacouncil.ca.gov](http://www.deltacouncil.ca.gov). The meeting was also videotaped and this file will be posted on the Council website.

## II. Workgroup Feedback on Communications

The charge to the workgroup contained 11 questions that were organized into the following categories for purposes of discussion and this summary:

- Audience identification
- Types of information desired
- Strategies and techniques for sharing information and receiving feedback
- Strategies for engaging with the public

Participants provided feedback in three parts:

- 1) A general discussion of issues and concerns about overall communications issues
- 2) Identification of three communications goals
- 3) Suggestions for communications and engagement opportunities, including key audiences, types of information, sources of information, and ways of communicating to reach the identified goals

### General Questions

The following general questions and points were raised by participants regarding a communications plan and answered by Keith Coolidge, the Council's Chief Deputy Executive Officer:

*Q: In light of the postponement of the bond measure, where is the funding to support the Council? Will the Council consider deferring its deadlines?*

**A:** Although this issue is beyond the scope of this meeting, the short answer is that the Council is funded out of the general fund while the Delta Plan is funded out of Proposition 84. Funding for Proposition 84 is already secured.

*Q: Does the Council have the resources and staff to support effective communications?*

**A:** There is a dedicated communications staff member, Eric Alvarez. The Council staff members are committed to be as efficient as they can with available state budget resources.

*Q: Can the Council offer volunteer positions to those who can assist communications activities?*

**A:** The Council, through staff, will consider any specific proposal received.

### Participant General Communications Comments

- Communications means not only who the Council should speak to, and how, but also how the Council will hear from others.
- Communication with stakeholders and the public needs to be inclusive and accessible. Some groups don't have the resources to come to Sacramento. Entry to the Council offices in the Federal Building is a problem due to security. The Council needs to go out into communities both in the Delta and those that will be affected by Delta activities. The Council should hear directly not only from official "staff" but also the people they represent. Designate a staff member to be a liaison with groups to understand their information and timing needs.

- A dialogue with the Council on governance, operations and decision making are all substantive issues that should be discussed with stakeholders. Understanding where the funding for the Council and its activities comes from is important content for stakeholders.
- Communication with the Council absolutely needs to be a two-way dialogue. Input to the Council needs to be as easy and as accessible as possible. People want to know how their input is being used, and if it isn't being used, why not.
- Longer-term advisory groups were recommended to provide input on Delta Plan implementation.
- In workgroup meeting summaries, comments should be attributed to each speaker in order to understand the context: regions, organizations, and interests.
- The current timeframe for the Delta Plan seems untenable. The bond measure is delayed, so the Council's deadlines should be delayed as well.

### **Potential Council Communications Goals**

Discussion covered a number of potential communications goals and the following three were developed on flip charts during the meeting and tested with participants:

*Potential Goal 1: Council communication should be two-way.* The Council should provide clear, consistent information and opportunities to engage in meaningful dialogue and input.

*Potential Goal 2: The Council's communications approach should be inclusive.* Communication efforts should identify and engage all potentially affected constituencies, including those not physically located in the Delta and those who may not have the ability or resources to attend Council or workgroup meetings in person. The Council should utilize organizations to increase outreach to their constituents.

*Potential Goal 3: The Council should use a variety of communications methods to meet the needs of stakeholders and the public around California.* These should include top-down and bottom-up strategies and multiple techniques, from "low-tech/high-touch efforts" such as in-person meetings to "high-tech/high-efficiency efforts" that rely on technology including the Internet.

### **Statewide Communications Plan Stakeholder Recommendations**

Participants worked with the facilitator to effectively complete a grid that included:

- Key audiences
- Types and content of information desired
- Who audiences would like to hear from/engage with
- Effective tools/methods for communicating with a wide spectrum of audiences
- Opportunities for stakeholder engagement

### Key Third-party Audiences

Participants identified the following audiences:

- **Government agencies**, such as reclamation districts, water districts/agencies, conservation districts, planning agencies (including those subject to Special Planning Area (SPA) ordinances), and "first responders" such as police, fire and emergency services. Specific examples: California League of Cities, California State Association of Counties, Association of California Water Agencies, and libraries serving as conduits for information, particularly for those without computers
- **Landowners**, particularly farmers. Specific examples: County Farm Bureaus

- **Businesses** in the Delta region and those dependent on water that passes through the Delta, such as in Silicon Valley
- **Environmental, fishing and recreational groups**, including groups such as salmon/fisheries groups/entities outside of, but dependent on, the Delta. Specific examples: Environmental Water Caucus, NRDC, Defenders of Wildlife, American Rivers
- **“The Networkers.”** Key people who are closely following Council activities and have the interest and ability to connect with their networks, who in turn can connect with their networks’ networks and extend information reach.
- **Native American tribes**
- **Potentially under-represented populations or communities**, whether due to socio-economic or other factors. One example may be people living in areas with poor quality water
- **Community, community service and religious groups** who have high one-on-one contact with their members, constituents and followers
- **Elected officials** at all levels

#### Types of Information Desired

There is a strong desire for clear and consistent messages in simple language. Specific types/content of information includes:

- Topics, policies and issues on which the Council is deliberating
- Methods for stakeholder engagement for input into the Interim Plan and Delta Plan
- An indication of how stakeholder information is being considered, used, and not used, and if not, why not
- Policies, regulations, rulings and conditions that affect the Delta Plan, such as the implications of postponing the state Water Bond until 2012, funding for the Delta Plan and associated programs/policies
- What the Delta Plan really means and who it affects
- Pre-Council-meeting explanations of what the Council will be considering (in addition to the agenda) to help people determine if they (or others) should attend
- Council meeting summaries in understandable language and with comments attributed to persons by region and/or organization to help understand context
- Easy-to-access notices of meetings
- The basics of the Delta and the challenges and needs the Council is addressing

#### Communications Techniques/Tools

To meet the needs of a broad range of audiences and stakeholders, the participants suggested techniques that range from high-tech to low-tech. These include:

- A comprehensive website should provide:
  - An accurate calendar of meetings and activities
  - Current, timely information
  - Really Simple Syndication (RSS) news feeds to “push” information to subscribers on a frequent basis
  - An interactive discussion Forum to support online conversations about the Interim Plan and Delta Plan
  - An interactive Chat Room that might feature specific times for a “Chat with the Chairman”
  - A “submit comments” feature

- Links to other organizations/websites, particularly to those of the “Networkers” and links to social media such as Twitter, Facebook, YouTube
- Links to related resources
- Interactive resource library: video, photos and graphics
- Press releases and media outreach that ranges from low-tech (e.g. small-town newspapers) to high-tech (e.g. blogs, social media, RSS feeds) and reach specialized audiences such as the Legislature and consultants (e.g. Capitol Morning Report and the Capitol Weekly)
- Wider participation in the Council’s web-based “listserve”
- Brochures to distribute through organizations/agencies and public venues
- A CD with visuals that could be distributed, particularly to those who don’t have the internet or want to show it to others
- A short video about the Delta/Delta Plan that could be played in movie theaters before previews and feature films (paid)
- Concise information appropriate for community- and organization-based phone trees

### Stakeholder Engagement

Participants showed a strong interest in discussing ways for the Council members and staff to engage with stakeholders in two-way dialogue, not just Council information dissemination.

In addition to the current methods of stakeholder engagement (attending Delta Stewardship Council meetings, submitting letters/comments to the Council, and participating in the four workgroups created authorized by the Council), participants suggested the following ways to engage stakeholders:

- Face-to-face meetings with groups and/or individuals, particularly having Council members and staff go to communities and engage in discussions. Information sharing requires talking, not just submission of letters. An example was discussion of timing of water transfers and its impacts.
- Identify and invite key stakeholders into the process
- Make engagement accessible. Hold meetings in communities at appropriate times. If meetings are held in Sacramento, don’t hold them in Federal buildings with strict security measures. Use technology to provide access to people who don’t have the time, resources, or interest to attend in person. Specifically, use webinars/conference calls that allow remote participants to submit simultaneous comments/questions.
- Set up longer-term advisory groups (Examples: levee group, emergency response group)
- The Council should provide information, receive input, use the input in meaningful ways, and clearly indicate if and why input was not included in Interim Plan and the Delta Plan and implementation
- Use the Council website to host interactive forums and an occasional live chat with the Chairman and other Council members and/or staff.
- Consider and use local land use planning resources such as General Plans, regionally developed “blueprints” for land use (e.g. SACOG’s blueprint)
- Legislative publications reach relevant consultants and firms as well. Particularly Capitol Morning Report and Capitol Weekly.

### **III. Themes and Points of Emphasis at this Meeting:**

- ✓ *Audiences for Council communications should be broad and inclusive. They should include those communities, businesses, interests and individuals who are or may be affected by the Delta Plan.*
- ✓ *Information and engagement needs to be accessible and appropriate. The Council must use a variety of communications techniques including high-touch, in-person meetings, low-tech, easy-to-access information, and high-tech use of electronic communication to support efficient dissemination and feedback.*
- ✓ *Council communications must be two-way. It is not sufficient for the Council to just provide information. Council members and staff must listen and provide ways for meaningful input from stakeholders and a feedback loop that lets people know how their information has been used or why it hasn't been incorporated or considered. Simply taking input will not be enough—Council members must acknowledge and discuss that input, and address its use in decision making.*
- ✓ *Messages must be clear, consistent and understandable to the public as well as to scientists and specialists.*

### **IV. Next Steps**

This was the only planned meeting of the Communications Workgroup. The Council will continue to accept input without a deadline, but the earlier information is submitted the more likely it will be reflected in the Council's Communications Plan. Written input responsive to the meeting charge may be submitted to: [workgroups@deltacouncil.ca.gov](mailto:workgroups@deltacouncil.ca.gov). Input related more generally to communications may be submitted to Eric Alvarez, the Council's Information Officer, at [Eric.Alvarez@deltacouncil.ca.gov](mailto:Eric.Alvarez@deltacouncil.ca.gov), (916) 445-5383. Interested persons are encouraged to visit the Council's website, [www.deltacouncil.ca.gov](http://www.deltacouncil.ca.gov).



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### APPENDIX A

#### **Delta Stewardship Council Workgroup Announcement: Communications Workgroup**

The Delta Stewardship Council invites the public to participate in a workgroup meeting on the topic of **Communications**. The purpose of the meeting is to gather public input on how the council could communicate effectively with stakeholders, keep the public informed of its activities and progress, and receive feedback from stakeholders and the public.

**Date/Time:** Thursday, August 12, 2010 1:00 p.m. to 3:00 p.m.

**Location:** Delta Stewardship Council, 650 Capitol Mall, 5th Floor, Delta Room, Sacramento, CA 95814

*(Attendees must pass through federal security. Please be prepared to show photo ID. Cameras, including cell phones or laptop computers with cameras, are not allowed in the building.)*

**Call-In:**

Interested parties who are unable to attend the meeting in person are invited to attend via telephone by calling (916) 574-1399.

**Charge:** The communications workgroup will generate input for the Delta Stewardship Council staff and council members to develop a statewide communications plan that will assist this newly formed independent state agency in its outreach and education efforts on topics such as:

- What the Delta Stewardship Council is, its mission, and its responsibilities;
- The process is for meeting the council's legislative mandate and when interim and final decisions will be made throughout the process;
- Which existing water-associated efforts, studies, plans, and research affect the work of the council, and how these will be coordinated and addressed in the development of the Delta Plan;
- The ultimate goal of Delta Plan as a guide for implementation of comprehensive set of actions addressing the co-equal goals of ecosystem restoration and water supply reliability.

The legislative mandate and timeline for creation of the Delta Plan have been set, and the process is moving forward on schedule. For this reason, the Delta Stewardship Council would like to ensure that its communications are reaching a broad base of Californians and that the council is, in turn, receiving feedback from interested parties.

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– State Water Code §85054

It is important that stakeholders, California residents, and other interested parties have the opportunity to be involved in the development and adoption of the Delta Plan. At this session, the roundtable discussion will cover ideas, tactics, and tools for how the council can communicate effectively, broadly, and transparently. To that end, the workgroup will discuss the following questions:

1. *Who are the audiences the Delta Stewardship Council should reach as it moves forward*
2. *If you were to draft the top three communications goals the council should focus on, what would they be?*
3. *What would be the top messages that you would expect the council to focus on in all communication outreach materials and tools being developed?*
4. *Where do you get your water news?*
5. *What communication tools should the council look to utilize to get its information into a broad base of audiences?*
6. *What communications tools (e.g., website, newsletter, video segments, and social media outreach) should the council use to disseminate information?*
7. *What news media outlets should be included in statewide outreach?*
8. *What relevant bloggers do you read and would recommend?*
9. *Who would you want to hear from within the Delta Stewardship Council, council members, staff, third-parties, consultants?*
10. *What are the top five third-party groups/organizations that we should make sure we are communicating with in California?*
11. *How should the council keep local, state, and federal elected officials, as well as other agencies, informed about its activities and timelines?*

Written responses to any of these questions identified in this charge are welcome. Written responses may be submitted via email to: [workgroups@deltacouncil.ca.gov](mailto:workgroups@deltacouncil.ca.gov). All written responses will be posted in electronic format on the Council web page.

The workgroup will be supported by a professional facilitator, relevant communications and outreach staff, and a representative of the Council Staff. For more information, please visit <http://www.deltacouncil.ca.gov>.



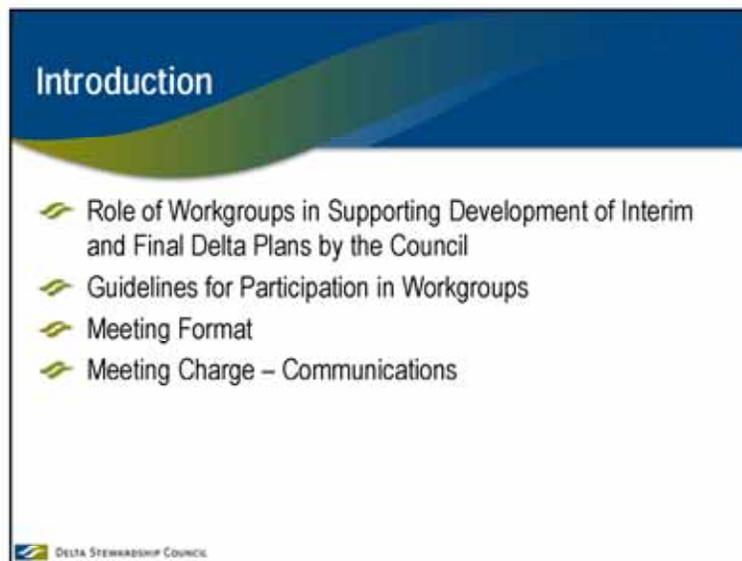
**APPENDIX B**  
 Communications Planning Grid

	<b>WHO</b> Audiences	<b>WHAT</b> Types/examples of information	<b>FROM WHOM</b> DSC general, DSC individuals, staff, consultants, 3 <sup>rd</sup> parties, other?	<b>HOW</b> How you/they get info? How you want to receive info.	<b>WHEN</b> Frequency
1.	<b>Broad/general Statewide</b>				
2.	<b>Governments</b> (local, regional, state, and federal elected; planning agencies; other agencies)				
3.	<b>Your organization</b>				
4.	<b>Top 5 third-party organizations—</b>				
5.	<b>Media – Statewide print</b>				
6.	<b>Media – Regional print</b>				
7.	<b>Media – broadcast</b>				
8.	<b>Media – online/blogs</b>				
10.	<b>Media -- social</b>				
11.	<b>Media – newsletters</b>				
12.	<b>Academic/Policy</b>				

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*– State Water Code §85054*

## APPENDIX C



## Key Dates for Interim Plan and Delta Plan

- Final Interim Plan: August 27, 2010
- Draft Delta Plan and Project Description: November 2010
- Public Draft EIR/EIS: June 2011
- Final Delta Plan, EIR and NOD: December 2011
- Adopt Delta Plan and EIR by January 2012

## Workgroups Approved by the Council

- Communications/Public Outreach*: Provide viewpoints on effective and preferred methods that the Council can use to communicate with and inform the public.
- Risk Reduction and Coequal Goals*: Address issues related to Water Code Sections 85020 (a)(manage environmental and water resources over the long term) and (g)(reduce risks). This workgroup may consider early action prioritization.

## Workgroups Approved by the Council

- ✦ *Governance and Plan Implementation.* Address issues related to Water Code Sections 85020 (b)(Delta's unique values) and (h)(new governance).
- ✦ *Reduced Reliance on the Delta.* Identify issues, develop strategies, and frame viewpoints related to Water Code Section 85021.

## Workgroup Format

- ✦ Focus on Meeting Charge to support Interim Delta Plan and Delta Plan development by Council
- ✦ Workgroups are not tasked with seeking consensus on input
- ✦ Identify key points of agreement as well as disagreement as they emerge
- ✦ Identify priorities, criteria, key interests, e.g., *why?*
- ✦ Take notes of discussion and prepare a written summary for Council briefing packet
- ✦ Written input accepted
- ✦ Meeting format likely to vary depending on topics and numbers of participants

## Workgroup Guidelines

- ✦ Meetings are open; process and products are transparent
- ✦ Public is welcome to attend and participate subject to guidelines:
  - *Workgroups will maintain an ambitious schedule to support the Council*
  - *Participants will honor agendas and schedules*
  - *Participants will be informed, prepared, respectful, and constructive*
  - *The charge to each workgroup will be the focus for input and discussion at each meeting*

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## Charge for Today's Meeting

- ✦ Identify how the Council can communicate effectively and transparently with stakeholders, keep the public informed of activities and progress, and receive feedback.

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## General input requested

- Top 3 communications goals for the Council?
- Strategies to accomplish the goals:
  - *Who, what, how, when, where?*

## The Council's current communication efforts

- Listserve
- Website
- Press releases
- e-Newsletter

## Communications inputs requested...

- Government – How should the Council keep local, state and federal elected officials, as well as agencies, informed about its activities, input opportunities and timelines?

## Communications inputs requested...

- What's of interest to you?
  - *Information content you'd like available*
  - *Who do you want to hear from?*
  - *How do you get your water news?*
  - *Additional tools/format to deliver/distribute information*
  - *Timing*

## Communications inputs requested...

- What other organizations/groups -- regional and statewide?

## Communications inputs requested...

- What content, tools/methods to reach:
  - *broad-based audiences*
  - *specific regional, interest or community audiences*

## Communications Planning Grid

	TO WHOM	WHAT	FROM WHOM	HOW	WHEN	
	Audiences	Types/examples of information	Info from whom? (DSC general, DSC individuals, staff, consultants, 3 <sup>rd</sup> parties, other?)	How you/they get info? How you want to receive info.	Frequency	Other
1.	Broad/general Statewide					
2.	Governments (local, regional, state, and federal elected; planning agencies; other agencies)					
3.	Your organization					
4.	Top 5 third-party organizations—					
5.	Media – Statewide print					
6.	Media – Regional print					
7.	Media – broadcast					
8.	Media – online/blogs					
9.	Media – social					
10.	Media – newsletters					
11.	Media – newsletters					
12.	Academics/Policy					

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## Review and Questions

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