

**Butte County Department of Water and Resource Conservation  
Integrated Water Resources Program**

**Public Outreach Plan**

*April 2003*

*Technical Memorandum*

# Section 1

## Introduction

### 1.1 Project Description

This technical memorandum describes an Outreach Plan for the Butte County Integrated Water Resources Program (Program). *The Program is intended to improve water management in the County and to maintain agricultural viability, meet urban and environmental needs, and ensure a future groundwater supply to overlying users, enhance the economy, and protect the citizens and natural resources of Butte County.*

As part of the Program, Butte County will develop:

- Basin Management Objectives
- Water Demand Forecasts
- An Environmental Monitoring Plan
- A Drought Preparedness Plan
- An Initial Study/Environmental Assessment
- An AB3030 Groundwater Management Plan
- A Basin Assessment Report
- An Updated Conservation Element of the County General Plan

Butte County seeks to develop these plan elements through an inclusive process that informs, educates, and involves local stakeholders.

Stakeholders in Butte County understand the value of their water resources and have been proactive in advancing water management through groundwater modeling, monitoring and cataloging of the resource. Development and implementation of the Program will benefit from the active participation of those who have knowledge of – and a stake in – the outcome of the planning process. Locally driven Program development will contribute to elements that are appropriate, equitable, and implementable.

### 1.2 Project Context

The California Department of Water Resources (DWR) is providing funding for Program development through a study grant to Butte County. Butte County's Department of Water and Resource Conservation (Department) will be leading the planning effort, and close coordination between the County and DWR will occur throughout the planning process through their contract managers. The Department, which the County established in 1999, prepared the County's *Water Inventory and*

*Analysis Report* (released in March 2001). DWR's Division of Planning and Local Assistance also provided funding for the *Water Inventory and Analysis Report*. The County will work with a Study Team comprising Camp Dresser and McKee, Inc. (CDM); California State University, Chico; and Cotton•Bridges•Associates.

A variety of federal and state legislation and regulations apply to water resources assessment and development activities. The *Water Inventory and Analysis Report* discusses these governing laws and provides descriptions of state and federal programmatic actions, programs associated with the San Francisco Bay and Sacramento-San Joaquin Delta, and interstate water issues that may influence Program development.

### **1.3 Public Outreach Objectives**

Butte County has identified the following objectives for public outreach as part of the Program:

- Inform the public regarding the process for - and progress of - Plan development
- Provide meaningful opportunities for stakeholders and the general public to contribute to the Plan
- Incorporate public input regarding stakeholder involvement, planning goals and objectives, and issues of concern
- Document stakeholder recommendations in a clear, complete manner for consideration by the Department
- Provide training and assistance to Basin Management Objective (BMO) development coordinators
- Prepare and distribute background and technical information to BMO development committees
- Develop and demonstrate stakeholder support and understanding regarding the Plan
- Monitor outreach activities for effectiveness and adjust the approach as necessary during implementation.

To pursue these objectives, Butte County recognizes the need to match appropriate involvement opportunities and outreach methods with groups targeted for inclusion in the planning process. Some participants may merely wish to remain informed regarding the planning process, while others should be involved directly in decision-making.

## **1.4 Document Overview**

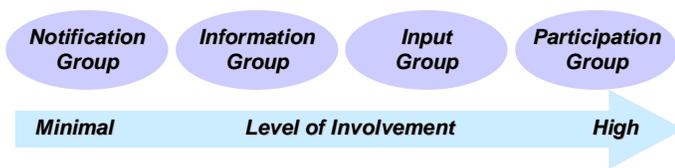
This memorandum describes the groups and people identified for outreach and involvement (Section 2), outreach methods to be used during Program development (Section 3), and outreach tasks and schedule (Section 4).

# Section 2

## Groups Targeted for Outreach

### 2.1 Categories of Targeted Groups

The Study Team will direct outreach at variety of groups and individuals, including organized stakeholder groups, public agencies, non-profit organizations, and individuals with an interest in the planning process and its results. To provide a consistent, unified message regarding Program development, outreach to departments and individuals within the DWR and Butte County will also be necessary.



The groups and individuals targeted by this Outreach Plan have a range of potential outreach needs. The four categories below present the range of information needs that this Outreach Plan will seek to address.

- Notification Group – This group merely needs to know that Program Development is proceeding. This group includes those monitoring the use of funding, those tracking various water resources planning efforts at the state level, and others. Parties in this group may need to see formal progress reports, be notified that deliverables have been made, and should be notified when the Program is complete.
- Information Group – This group may want to or need to learn about Program goals and approach, and should be informed regularly regarding the general progress of Program development.
- Input Group – This group may wish to provide suggestions regarding Program development, and should be given opportunities to learn about - and provide comments on - planning elements, methods, and documents.
- Participatory Group – This group contains groups and individuals with specific knowledge or experience related to the development of Program elements, and should participate in decisions regarding development of planning elements, methods, and documents.

The categories at higher levels of involvement are inclusive of those at more minimal levels of involvement. Those in the input group, for example, would have access to public information received by the notification and information groups.

### 2.2 Key Groups and Needs

Table 2-1 lists key groups that this Outreach Plan targets. The table describes each group's mission and/or interest in the Program and identifies the group's outreach needs, using the categories described above. It is likely that participants will identify

other specific groups and individuals to involve – this list will grow with the Program.

In the Table, groups anticipated to have ongoing financial or decision-making involvement with the planning effort are presented first. Levels of outreach and participation may vary both within each group and over the course of Program development.

<b>Table 2-1 Key Groups and Outreach Needs</b>			
<b>Group</b>	<b>Mission or Interest in Program</b>	<b>Outreach Needs (1)</b>	<b>Notes</b>
DWR	DWR is funding Program development.  "To manage the water resources of California in cooperation with other agencies, to benefit the State's people, and to protect, restore, and enhance the natural and human environments."	Participation	Some divisions may require notification and formal progress reporting only. Representatives of other divisions may want or need to be informed, provide input, and/or participate. Staff dedicated to the Program contract will participate as contract managers.  <a href="http://www.water.ca.gov">http://www.water.ca.gov</a>
Butte County	Butte County is leading the Program development effort.  "Butte County's elected and appointed officials and employees are committed to providing service, with dignity and respect, which promotes an optimal quality of life for all County residents."	Participation	Some departments (The Water Commission and Board of Supervisors) may require notification and formal progress reporting only. Representatives of other departments may want or need to be informed, provide input, and/or participate. Staff dedicated to the Program planning effort will participate. The Water Commission and Board of Supervisors may take action only on formal tasks.  Other departments should be informed regarding Program goals, and should be provided with an internal contact to which they may direct their own (and external) inquiries regarding the Program.
Butte County Water Commission	Represent the water interests of various supervisory Districts, and groundwater and surface water users.	Participation	Water Commission members participate in the stakeholders group; the Water Commission recommends approval of Board of Supervisors Action; the Water Advisory Committee will report to the Water Commission on BMO issues; approves groundwater transfer permits.
Integrated Watershed Stakeholders Group (IWSG)	"Provide advice to assist Butte County resource managers to secure sustainable water and other natural resources for its present and future needs through adaptive, integrated, and coordinated management."	Participation	The IWSG is approved by the Board of Supervisors under the Letter of Intent between the Board and DWR. The IWSG is the primary vehicle for public participation in the development of the Program
Butte Basin Water Users Association (BBWUA) <ul style="list-style-type: none"> <li>• Biggs-West Gridley Water district</li> <li>• Richvale Irrigation District</li> <li>• County of Butte (see above)</li> <li>• California Water Service Company</li> <li>• Western Canal Water District</li> <li>• City of Biggs</li> <li>• City of Gridley</li> <li>• Durham Mutual Water Company</li> </ul>	Formed to keep its membership informed regarding current and potential changes in local, state, and federal policies that could affect water supplies.	Information and input opportunities for all members.  Participation by one or more representatives.	Memorandum of Understanding signed by all signatories identifying the levels of funding. BBWUA also owns the rights to the Butte Basin Groundwater model, for which it has extended the exclusive license to Butte County.

<b>Table 2-1 Key Groups and Outreach Needs</b>			
<b>Group</b>	<b>Mission or Interest in Program</b>	<b>Outreach Needs (1)</b>	<b>Notes</b>
Butte-Sutter Basin Area Groundwater Users Corporation	Represent interests of domestic and agricultural groundwater users	Participation	
Well Owners	Owners and operators of groundwater wells in Butte County have direct knowledge and experience related to Program elements, particularly Basin Management Objectives (BMOs).	Participation	Development of several Program elements, especially BMOs, will have a direct effect on well owners and will require their involvement.  Well owners participating in BMO development process (See Section 3) have specific information needs, including the need for detailed, basin-specific technical data and guidance.
Management Sub-Area Representatives	Leading development of BMOs.	Participation	Will become the Water Advisory Committee (with Board Approval) to represent sub-areas under the BMO ordinance. Provides leadership for BMO development teams.
League of Women Voters	Seeks to encourage active and informed participation in government.	Participation	Natural Resources Subcommittee
Butte Environmental Council	<ul style="list-style-type: none"> <li>• Mission includes:</li> <li>• Encouraging preservation and conservation of natural resources;</li> <li>• Fostering increased public awareness</li> <li>• Acting as a central referral service; and</li> <li>• Funding programs.</li> </ul>	Participation	<a href="http://www.becnet.org/">http://www.becnet.org/</a>
Durham Library Group (California Communities for Water Protection)	Concerned with issues surrounding groundwater and domestic wells	Participation	
M & T Chico Ranch	One of the BMO management sub-areas	Participation	
Valley Water Protection Association	Interests include water supply issues and the impacts of water decisions.	Participation	
Farm Bureau	Concerns include economic, social, and policy issues affecting farm and ranch families.	Input	
Sacramento River Conservation Area	Concerned with habitat management along the Sacramento River	Input	Butte County Advisory Council Representative  <a href="http://www.sacramentoriver.ca.gov/">http://www.sacramentoriver.ca.gov/</a>
Sacramento River Preservation Trust	Interests include: <ul style="list-style-type: none"> <li>• Wildlife;</li> <li>• Groundwater;</li> <li>• Water Quantity and Supply; and</li> <li>• Surface/groundwater interrelationships.</li> </ul>	Input	<a href="http://www.sacriverttrust.org/">http://www.sacriverttrust.org/</a>

<b>Table 2-1 Key Groups and Outreach Needs</b>			
<b>Group</b>	<b>Mission or Interest in Program</b>	<b>Outreach Needs (1)</b>	<b>Notes</b>
Watershed Groups			
Butte Creek Watershed Conservancy	"...Protect, restore, and enhance the cultural, economic, and ecological heritage of the Butte Creek watershed through cooperative landowner action."	Input	<i>Watershed Management Strategy and Existing Conditions Report</i> available online to the general public.  <a href="http://buttecreekwatershed.org/">http://buttecreekwatershed.org/</a>
Little Chico Creek Watershed Group	Examining water quality issues associated with agricultural and urban uses of the creek.	Input	<i>Existing Conditions Report</i> to be posted on website by February 2003.
Cherokee Watershed Coordinated Resource Management and Planning Group	Beginning preparation of an Existing Conditions Report for the Cherokee Watershed	Input	
Big Chico Creek Watershed Alliance	Developing Resource Management strategies for Big Chico Creek	Input	<i>Existing Conditions Report and Stakeholders Inventory</i> available.  Currently seeking funding in order to continue progress toward its <i>Adaptive Management Strategy</i> .
Environmental Advocacy Groups	Various interests including protection and enhancement of: habitat; wildlife populations; and water, air, and terrestrial resource quality. Many have education and outreach objectives.	Input	
Water Commission Technical Advisory Committee (TAC)	Provides technical support to the Water Commission in considering action items	Information	
General Public	Varies	Information	

Notes:

(1) The categories at higher levels of involvement include those at more minimal levels of involvement.

# Section 3

## Outreach Methods

### 3.1 Outreach Method Characteristics

Just as public participants in Program development have a range of outreach needs, so too is there a range of methods for meeting those needs. The Study Team can: make information available to the public; share information in a unidirectional manner; ask for public response; and can interact with public representatives in group settings. The range of outreach methods extends from “one-way” outreach methods to highly interactive decision-making.

At the “one-way” end of the range are outreach methods that seek merely to make information available and accessible. These methods allow any interested party to obtain information and do not require any special access privileges, memberships, or fees. These methods do not include any provisions for public response, but may inform the public regarding opportunities to provide input. One-way methods typically provide an inexpensive means for reaching broad audiences. One-way outreach methods may also be targeted to specific groups, either to limit access to the provided information, or to ensure that the targeted groups have been notified. Posting information on a website or through a newsletter is an example of a one-way outreach method.

Two-way communication methods allow for interested parties and groups to provide feedback and input. Two-way outreach methods allow those with an interest in the process to make their concerns known, and to contribute suggestions. These methods can provide a basic means for documenting stakeholder concerns, and to allow input that has been carefully crafted, if members of the public so desire. As an example, adding an “email the Study Team” feature to an informational website turns a one-way method into a two-way method.

Settings that provide interaction with interested parties and groups allow for both one-way and two-way communication, enhanced by discussion. These methods provide opportunities for extensive involvement through focused education and participatory decision-making. A stakeholder workshop, featuring informational presentations and discussion, is an example of an interactive method.

### 3.2 Planned Outreach Methods for Program

A variety of potential methods are appropriate for Program development, and a combination of the methods will help to provide the right information to the right people at the right time. This Outreach Plan identifies methods that are planned; in order for the Outreach Plan to be effective, however, it must be adaptable based upon needs that may be identified during the planning process. Monitoring the effectiveness of the outreach methods will provide the Study Team guidance in evaluating and adjusting Outreach Plan implementation to meet the Department’s

objectives. Table 3-1 describes the outreach methods that may be employed during Program development and indicates a potential monitoring method for each.

<b>Table 3-1 Outreach Methods</b>		
<b>Method</b>	<b>Description</b>	<b>Potential Monitoring/Evaluation Method</b>
Web Page	Upload documents to a dedicated web page on Butte County's website. Include fact sheets, meeting announcements and summaries, planning documents and other information.	Monitor number of times the posted files are accessed.  Survey web page visitors regarding the usefulness and ease-of-use of the web page.  Conduct a brief telephone survey with County residents to identify their sources of information and their level of understanding regarding the Program . (Hereafter noted as "telephone survey.")
Newsletter	Prepare and incorporate articles of interest in the County's newsletter	Telephone survey
Press Releases	Provide written information to local newspapers for publication; take out ads announcing events, or post public notices of upcoming events in the "calendar" section of local publications.	Telephone survey
Television Announcements	Provide information to local television stations, most likely cable access stations, for public service announcements	Telephone survey
Radio Announcements	Provide information to local radio stations for public service announcements	Telephone survey
Interviews	Meet with (or call) planning process participants to evaluate outreach and discuss issues of concern. Interviews may be based upon a structured questionnaire or freeform.	(Evaluative technique)
Public Meetings	Prepare and conduct a meeting that is open to the public and which provides informational presentations on the planning goals, approach, and progress. Include opportunities for the public to ask questions of the Study Team and to offer suggestions, either at the meeting or thereafter.	Telephone survey
Public Hearings	Prepare and conduct a meeting that is open to the public and which provides informational presentations on the planning goals, approach, and progress. Include structured opportunities for attendees to make brief statements. (Hearings are not likely to be used.)	Telephone survey

<b>Table 3-1 Outreach Methods</b>		
<b>Method</b>	<b>Description</b>	<b>Potential Monitoring/Evaluation Method</b>
Briefing	Prepare and provide an informational presentation describing Program goals, approach, elements, and/or progress.	Include a brief evaluative discussion after each briefing to assess its effectiveness and identify information and techniques needed for upcoming briefings.
Workshops	Prepare and conduct structured, interactive “working meetings,” in which participants hear presentations, engage in brainstorming and problem solving sessions, and discuss concerns and issues with the Study Team and with other participants. Workshop participants are tasked with representing the interests of their organizations and with reporting back to their organizations regarding Program process.	Include a brief evaluative discussion in each training session to assess its effectiveness and identify information and techniques needed for upcoming sessions.  Conduct a brief telephone survey with workshop participants to identify the ways in which the participants felt the workshops contributed to the planning process.
Field Trips	Plan and coordinate group excursions to view sites, facilities, operations, and/or deliberations that have relevance to the planning process.	Survey participants regarding their sources of information.
Training Sessions	Prepare and conduct interactive sessions to share technical information and development methods with Program participants (e.g. BMO management sub-area representatives)	Include a brief evaluative discussion in each training session to assess its effectiveness and identify information and techniques needed for upcoming sessions.
Mailings	Prepare and send information to those interested in the planning process, via postal mail or email. Develop specific mailing lists to meet topical and general information distribution needs.	Survey participants regarding their sources of information.  Survey mailing recipients regarding understandability, timeliness, and appropriateness of the provided information.

### **3.3 Outreach Methods Specific to the BMO Development Process**

The process of developing basin management objectives (BMOs) to date has involved the participation of an ad-hoc advisory committee. The committee has assisted in developing a draft county ordinance addressing BMO definition, processes and authorities. Implementation of the ordinance, once approved by the Butte County Board of Supervisors, represents both an outreach challenge and an opportunity during the Program. While the BMO development process will benefit from the involvement of those most familiar with the county’s groundwater resource – well owners – informing the well owners and securing their participation in BMO development activities may be difficult. The County will conduct outreach for this Program element in two stages.

Stage 1 of BMO development, which includes review and revision of the draft ordinance and announcement and promulgation of the approved ordinance, represents an opportunity to inform potential participants regarding the need to develop BMOs, the process for BMO development, and the importance of local participation. It will be critical to convey that participation will result in the establishment of BMOs that meet the need of each local area. When the ordinance is first enacted, outreach methods including web pages, announcements via various media, public meetings, and mailings may be used to inform potential participants.



Outreach for the BMO development process (Stage 2) must be more direct and goal-oriented, and must make effective use of county resources. The figure at left illustrates the organizational structure for BMO development outreach in Stage 2. CDM will provide broad outreach, but will also facilitate key interactions with management area representatives and technical resources. (Each management area will have a committee of local well owners that work collaboratively to develop BMOs, under the leadership of a management area representative.) This structure can provide representatives with an

in-depth understanding of the BMO development process and the county's groundwater resources. These representatives will thus be equipped and supported in their efforts to develop BMOs with groundwater well owners in their management sub-areas. This "train-the-trainer" style approach is intended to keep the general public informed and involved, while allowing direct local involvement in BMO development.

In the BMO development phase, the management sub-area representatives will play a key role in BMO development. CDM will work with the Department to identify and recruit a qualified, committed group of representatives and technical advisors. With input from the Department, CDM will develop BMO training and development materials and methods specifically tailored to the needs of the County and the sub-area representatives.

### 3.4 Targeted Group Coverage

Table 3-2 lists the key groups (from Section 2) and methods that may be used to meet each group's outreach needs.

**Table 3-2  
Outreach Groups and Methods**

Group	Outreach Needs (1)	Anticipated Outreach Methods										
		Web Page	Press Release	TV	Radio	Interviews	Public Meetings	Briefings (2)	Workshops	Field Trips	Training Sessions	Mailings
DWR	Participation	●	●	●	●		●					●
Butte County	Participation	●	●	●	●	●	●	●	●	●	●	●
Butte Basin Water Users Association	Participation	●	●	●	●	●	●		●	●		●
Butte County Water Commission	Participation	●	●	●	●		●	●	●			
Butte-Sutter Basin Area Groundwater Users Corp.	Participation	●	●	●	●	●	●		●	●		●
Integrated Watershed Stakeholders Group	Participation	●	●	●	●	●	●		●	●		●
Well Owners	Participation	●	●	●	●	●	●		●	●		●
Management Sub-Area Representatives (BMOs)	Participation and Process Support (4)	●					●		●	●	●	●
League of Women Voters	Participation	●	●	●	●	●	●	●	●	●		●
Butte Environmental Council	Participation	●	●	●	●	●	●		●	●		●
Durham Library Group	Participation	●	●	●	●	●	●		●	●		●
Farm Bureau	Participation	●	●	●	●		●		●	●		●
M & T Chico Ranch	Input	●	●	●	●		●					●
Sacramento River Conservation Area	Input	●	●	●	●		●					●
Sacramento River Preservation Trust	Input	●	●	●	●		●					●
Valley Water Protection Association	Input	●	●	●	●		●					●
Watershed Groups	Input	●	●	●	●		●					●
Environmental Advocacy Groups	Input	●	●	●	●		●					●
Water Commission TAC	Information	●	●	●	●		●	●				●
General Public	Information	●	●	●	●		●					●

Notes:

- (1) "Notification – Participation" indicates that outreach needs may vary across the organization. The categories representing higher levels of involvement include those at more minimal levels of involvement.
- (2) Briefings are anticipated for the Water Commission and the League of Women Voters. The Department may provide briefings to other groups, as well, but these have not been identified as of the date of this memorandum.
- (3) Workshop participant will be asked to represent the interests of their groups or constituents, and to report back to their groups on planning progress.
- (4) See Section 3.3.

# Section 4

## Tasks and Materials

Implementation of this Outreach Plan will involve a variety of tasks, performed collaboratively by the County and the Study Team.

### 4.1 General Outreach Tasks

Butte County and its Study Team will perform the tasks below as part of Outreach Plan implementation. Tasks that require the development of materials (Section 4.2, below) are marked with an asterisk (\*). A notation in parenthesis indicates, for each task, the Study Team member that will take the lead on the task.

- Identify key interest and stakeholder groups. Section 2 of this memorandum contains the initial results of this task. Identification of additional interested groups and individuals will continue throughout implementation. Continuation of this task may include correspondence with stakeholders and attendance at stakeholder group meetings. (CDM)
- Identify outreach methods and target groups. Section 3 of this memorandum contains the results of this task. As noted previously, adaptation of outreach methods during Program development, in response to monitoring and evaluation, will be required to implement an effective outreach program. (CDM)
- Make upgrades to the Department's website.\* Modifications to the County's web site may include: additional internal and external links; expanded calendar with links to meeting agendas and minutes; additional articles, fact sheets, and maps; frequent updates regarding Program development; improved titling and readability of documents; and an expanded stakeholder group section. (CDM to develop recommendations for implementation by the Department)
- Expand the Department's newsletter\* to include additional Program topics. (The newsletter has been expanded to four pages to provide additional coverage of the Program, watershed activities, and the Butte County Resource Conservation District.)
- Schedule and conduct two informational public meetings.\* This task includes selection of meeting dates and location; coordination of meeting logistics (directions, equipment, parking, refreshments, etc.); development of agendas, presentation materials, visual aids and handouts; selection of and coordination with speakers; meeting notification via various media (See Section 3); facilitation of the meeting; preparation of a meeting summary; and posting/distribution of

#### **Outreach Tasks**

- ✓ **Identify Key Groups**
- ✓ **Select Methods**
- ✓ **Enhance Web Site**
- ✓ **Expand Newsletter**
- ✓ **Hold Public Meetings**
- ✓ **Provide Briefings**
- ✓ **Involve the IWSG**
- ✓ **Update the Commission**
- ✓ **Develop Materials**
- ✓ **Establish Committees**
- ✓ **Provide Training**
- ✓ **Monitor and Evaluate**

meeting materials. The first public meeting for the Program is anticipated in March or April of 2003 and will cover the Program goals, approach and elements, focusing specifically on upcoming opportunities for involvement in the BMO development process (Section 4.2 lists outreach tasks for BMO development). The second public meeting will occur later in Program development, likely in spring of 2004, and will provide an overview of near-final Program elements. (Department)

- Schedule and conduct up to five informational briefings.\* The Program Study Team will provide briefings to interested groups to explain and answer questions on the Program and BMO development processes. This task includes coordination of briefing dates, locations and logistics with organizational representatives; development of presentation materials, visual aids and handouts; and selection of and coordination with speakers. The first informational briefing is anticipated in January or February of 2003, with the League of Women Voters. Additional briefings may occur, as requested, later in the Program development process. (Department)
- Perform evaluative monitoring of Outreach Plan implementation. Conduct brief telephone surveys, interviews, discussions during workshops and other meetings, and web-based surveys to assess the effectiveness of outreach efforts. Develop and implement changes to outreach approach, if necessary. (CDM)
- Incorporate discussions of Program outreach tasks and material at Integrated Watershed Stakeholder Group meetings.\* Schedule, prepare materials for, and provide progress updates to the IWSG. This task involves similar activities as described for briefings, above. (Department)
- Provide quarterly updates to the Water Commission.\* Schedule, prepare materials for, and provide progress updates to the Water Commission. This task involves similar activities as described for briefings, above. (Department)

The Department or CDM will take the lead on tasks as noted above and in Section 4.2. Where the Department is listed as the lead, CDM will provide support. Activities for which CDM will take the lead will be performed in collaboration with the Department, other Study Team members, and Program stakeholders.

## **4.2 Outreach Tasks for the BMO Development Process**

Outreach for the BMO element (Section 3.3) will include two Stages: (1) dissemination of information regarding the ordinance and (2) development and implementation of a structured process for BMO development. Informing the public regarding the ordinance will be a critical step toward garnering local participation. As part of Stage 1, the Department will identify potential management sub-area representatives and seek to secure their participation in the Stage 2 process. Tasks for Stage 1 will include:

- Develop fact sheets, maps, and other materials\* that explain the ordinance, its impact, and the opportunities for participation that it represents. (CDM)

- Coordinate with the Water Commission to arrange for inclusion of informational materials in a mailing. (Department)
- Brief interest groups on the ordinance at meetings.\* The Program Study Team will provide briefings to interested groups to explain and answer questions on the ordinance and BMO development processes. This task includes coordination of briefing dates, locations and logistics with organizational representatives; development of presentation materials, visual aids and handouts, if necessary; and selection of and coordination with speakers. This task overlaps with briefings, under Section 4.1. (CDM)



- Identify potential management sub-area representatives. This task includes identifying potential candidates and recruiting their participation. (Department)

Stage 2 will consist of activities supporting the BMO development process. The figure below shows the anticipated sequence for BMO development.

Activities included in Stage 2 will be as follows.

- Establish the BMO development committee. This task includes confirming the participation of management sub-area representatives and meeting with them to overview the upcoming process, answer questions, and provide speaking points for their use when encouraging the participation of management sub-area well owners. (CDM)
- Schedule and conduct three training sessions.\* This task includes selection of training dates and locations; coordination of meeting logistics (directions, equipment, parking, refreshments, etc.); development of agendas, presentation materials, visual aids and handouts; selection of and coordination with trainers; meeting notification via email, fax, or mail; facilitation of the sessions; preparation of a meeting follow-up materials; and posting/distribution of meeting materials. (CDM)
- Support management sub-area representatives during BMO development. This task may include telephone support and attendance at sub-area meetings, as directed by the Department. (CDM)

### 4.3 Materials

Execution of the tasks in Sections 4.1 and 4.2 will require preparation of a variety of materials. Table 4.1 lists and describes these materials. The responsibility for

development of these materials will rest primarily with CDM. CDM will collaborate closely with the Department during materials preparation, and will incorporate information furnished by the Department. The IWSG will provide input to materials development.

<b>Table 4-1 Outreach Materials</b>		
<b>Type</b>	<b>Anticipated Number</b>	<b>Description</b>
Agenda	6-10	Identifies the topics of discussion for public or committee meetings or training sessions. May include a schedule or time allotments for topics.
Press Release	Up to 3	A brief statement issued by the Department that provides basic facts regarding Program elements and events.
Notice	Up to 2	A simple text advertisement that gives the date, location, and topic of an upcoming Program event.
Fact Sheet	Up to 10	A brief, clear description of a Program element or process, or of a water resource, facility, or issue of concern.
Presentation	Up to 10	A set of visual aids and/or PowerPoint slides, which a speaker may use to give an oral presentation at a meeting, briefing, or training session.
Visual Aids	As needed	Maps, charts, and other graphics that display data relevant to the Program.
Training Aids	As needed	Workbooks, checklists, flowcharts, or other tools for use by management sub-area representatives.
Meeting Summary	2	A brief, clear recounting of a meeting, describing the topics of discussion, comments, and conclusions reached.