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Project Title: Glenn County Sub-Area 8 In-lieu Recharge Study

Project No: 140950

Public Outreach Plan Technical Memorandum

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Limitations:

This document was prepared solely for Glenn County in accordance with professional standards at the time the services were performed and in accordance with the contract between Glenn County and Brown and Caldwell dated March 2011. This document is governed by the specific scope of work authorized by Glenn County; it is not intended to be relied upon by any other party except for regulatory authorities contemplated by the scope of work. We have relied on information or instructions provided by Glenn County and other parties and, unless otherwise expressly indicated, have made no independent investigation as to the validity, completeness, or accuracy of such information.

1. Introduction

This technical memorandum describes the Outreach Plan for the feasibility study to understand the ability to deliver surface water to irrigators in Glenn County, subarea 8. This section introduces the project, and describes outreach objectives, key groups, and document content.

Irrigators in sub-area 8 are currently largely unaware of this project, yet project success is tied to reaching irrigators, soliciting information from them and requesting formalization of intent to utilize surface water when it is available. Outreach must be effective in reaching landowners, irrigators, and people who regularly communicate with landowners and irrigators.

1.1 Outreach Objectives

This outreach plan's outreach activities are designed to reach as many local landowners as possible. Outreach objectives frame the goals of outreach activities. The outreach objectives for this project are:

- Inform the public
- Provide meaningful opportunities for stakeholders and the general public to understand and comment on the study.
- Demonstrate to the public that surface water irrigation is worth considering in sub-area 8.
- Document stakeholder recommendations in a clear, complete manner.
- Develop and demonstrate stakeholder support for the project.

To pursue these objectives effectively, various outreach methods will be necessary to reach the groups targeted for inclusion in the planning process. Some stakeholders and the public may wish to remain informed regarding the planning process, while others should be involved in decision-making.

1.2 Key Groups

The three categories below present the range of information needs that this outreach plan will seek to address.

- **Information Group** – This group may want to or need to learn about the study, and should be informed regarding the general progress of the project. Members of this group will receive updates through the project website, newsletters, and announcements.
- **Public Participatory Group** – This group includes landowners and irrigators in the study area. Members of the information group are the focus of outreach in this project. This group also may contain individuals with specific knowledge or experience related to the development of the study, and will provide information to the project team. Members of this group are expected to attend public meetings, focused meetings, and landowner meetings.
- **Water Committee Group** – This group will need to be informed about project progress and may wish to contribute comments or knowledge beneficial to project development due to group members local knowledge. This group will receive updates, can attend public meetings, and will attend their appropriate water committee (Glenn County Water Advisory Committee (WAC) or Tehama County AB3030 Technical Advisory Committee (TAC) meetings.

The categories at higher levels of involvement are inclusive of those at more minimal levels of involvement. Those in the water committee group, for example, would have access to public information received by the information group. Table 1 presents key groups and corresponding outreach activities.

Table 1. Key Groups and Outreach Activities

Outreach Activity	Targeted Groups		
	Information	Public Participatory	Water Committee
Notifications	✓	✓	✓
Public Newsletters	✓	✓	✓
Webpage	✓	✓	✓
Public, Focused, and Landowner Meetings		✓	✓
Glenn County WAC and Tehama County TAC Meetings			✓

1.3 Document Contents

This document provides an introduction, identifies outreach activities, and describes an outreach schedule. The document is presented in the following sections:

- **Section 1 – Introduction:** This section identifies outreach objectives and key groups for outreach activities.
- **Section 2 – Outreach Activities:** This section identifies and describes the methods of outreach to be used during project implementation.
- **Section 3 – Outreach Schedule:** This section presents the schedule for outreach activities.

2. Outreach Activities

This section describes the activities that will be used to perform public outreach. Outreach activities consist of notifications, publications, meetings, and presentations. Outreach activities are generally described in this section and specific outreach activities are scheduled and described in Section 3.

2.1 Notifications

Notifications are the primary method of outreach used to inform the public of outreach activities. Notifications will consist of newspaper publications, hard copies and email notifications as requested in the distribution list.

Newspaper publications will be published to the Willows Journal, Tri-County Paper as well as other appropriate venues. Newspaper publications will be prepared and submitted to the review group approximately one week prior to the planned publication date. Newspaper publications will be prepared as indicated in Table 2.

Notifications to the distribution list will communicate with additional interested parties who may not receive the media outlets presented. A sign up for the distribution list will be available at every public, focused, and water committee meeting held during project implementation, as well as on the project website. Notifications will be prepared and submitted to the review group approximately one week prior to the planned notification date. Notifications will be prepared as indicated in Table 2.

Table 2. Notifications		
Activity	Newspaper Publication	Message to Email Distribution List
Public Meetings	2 weeks prior	2 weeks prior
Focused Meetings	2 weeks prior	2 weeks prior
Landowner Meetings	none	1 week prior
Glenn County WAC Meetings	1 week prior	1 week prior
Tehama County TAC Meetings	1 week prior	1 week prior
Website	on release date	on release date
Newsletters	on release date	on release date

Notifications are not discussed in the Section 3 of this report. Notifications occur as indicated in Table 2, relative to other outreach activities.

2.2 Publications

Publications will explain project concepts and inform members of all three key groups of project progress. Publications will be updated according to the schedule presented in Section 3. Publications include newsletters and a project website, described below:

- **Newsletters** - Public outreach will include six newsletters. Newsletters will consist of a double sided full page color flyer that provides basic information about the project including the project goal, and who to contact for more information. Each newsletter will address specific components of the project, as described in Section 3.
- **Website** - During project implementation, a public website will be developed. The website will also contain basic information about the project, including project goal, and who to contact for more information. The website will be updated as indicated in Table 3 to supply regular information updates to the public about project progress, data gathered, and other relevant information made.

2.3 Public Meetings

Public Meetings provide a forum for members of the public participatory group to engage the project team in order to learn about the project and to provide comments on the project. Three public meetings and six stakeholder meetings will be held during project implementation. Three public meetings will be held to inform landowners in the project area of the project's purpose and survey activities, as well as to solicit involvement from stakeholders in the area. Three focused meetings will be held to provide specific information about surface water delivery options, canal layouts, and field survey results. Three landowner meetings will be held to identify final obstacles to implementation of in-lieu surface water deliveries, and to solicit commitments to utilize surface water when available.

To facilitate open communication with members of the public and other interested parties, public meeting notifications will be announced on the project website as early as possible, mentioned in newsletters as appropriate, and published in local papers as described in the notifications section.

2.4 Water Committee Presentations

Presentations to water committees will inform members of the committees of project progress. Presentations will be made to the Glenn County WAC and the Tehama County TAC. Three presentations will be made to the Glenn County WAC, and two presentations will be made to the Tehama County TAC. Presentations to water committees will provide information on project progress, field investigation results, and landowner interest in the program.

3. Outreach Schedule

This section describes the planned schedule of outreach activities in chronological order. Each entry includes the activity, the estimated date, planned content, and the purpose or goal of the activity. An overview of the outreach schedule is presented in Table 3.

Table 3. Outreach Schedule

Outreach Activity	2011												2012							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
1 Outreach Plan		+																		
2 Newsletter																				
3 GCID Meeting																				
4 Website and Updates			★	★		★				★	★		★		★	★			★	
5 Newsletter																				
6 Glenn County WAC Presentation				◆																
7 Public Meeting				■																
8 Public Meeting					■															
9 Newsletter																				
10 GCID Meeting																				
11 Focused Meetings										●										
12 Focused Meetings										●										
13 Tehama County AB3030 TAC Presentation										◆										
14 Glenn County WAC Presentation										◆										
15 Newsletter																				
16 Public Meeting																				
17 Focused Meeting																				
18 Newsletter																				
19 Landowner Meeting																				
20 Newsletter																				
21 Landowner Meeting																				
22 Landowner Meeting																				
23 Tehama County AB3030 TAC Presentation																			◆	
24 Glenn County WAC Presentation																			◆	

Activity 1: Outreach Plan (April 2011): The outreach plan identifies outreach activities, notifications, publications, and meetings to be used to provide information and solicit involvement from the public.

Activity 2: Newsletter (May 2011): The first newsletter will inform the public about the project and will provide a project description, identify project goals, discuss the perceived issue to be resolved and discuss the proposed solution. In addition, this newsletter will provide basic information about the project including the project goal, how to join the email distribution list or request hard copies, and who to contact for more information.

Activity 3: GCID Meeting (May 2011): The first Glenn Colusa Irrigation District (GCID) meeting will be held to understand GCID's goals, discuss project goals and implementation, and to begin discussions about surface water costs.

Activity 4: Website and Updates (May 2011): The website will present basic information about the project including the project goal, how to join the email distribution list or request hard copies, and who to contact for more information. The website will be updated to supply information updates to the public about project progress, data gathered and presentations made. The website will have pages dedicated to: project description, notifications, email distribution or hard copy requests, reports, newsletters, and meeting summaries.

Activity 5: Newsletter (May 2011): The second newsletter will focus on preliminary land use understanding, and will describe field activities to be undertaken during project implementation. In addition, this newsletter will provide basic information about the project including the project goal, how to join the email distribution list, or request hard copies and who to contact for more information.

Activity 6: Glenn County WAC Presentation (June 2011): The first Glenn County WAC presentation will present project need, project goals, outreach methods, discuss project land, well, and canal surveys, and request outreach support from WAC members.

Activity 7: Public Meeting (June 2011): The first public meeting will present project need, project goals, outreach methods, discuss project land, well, and canal surveys, and request future involvement from meeting participants.

Activity 8: Public Meeting (July 2011): The second public meeting will provide a second opportunity for interested landowners, stakeholders, and the public to learn about the project and will present similar material to the first public meeting. This meeting will present project need, project goals, outreach methods, discuss project land, well, and canal surveys, and request future involvement from meeting participants.

Activity 9: Newsletter (August 2011): The third newsletter will provide preliminary land use information and explain project field activities. In addition, this newsletter will provide basic information about the project including the project goal, how to join the email distribution list, or request hard copies and who to contact for more information.

Activity 10: GCID Meeting (August 2011): The second GCID meeting will be used to secure concurrence and formalize the agreement by GCID to provide surface water to irrigators in the study area.

Activity 11: Focused Meeting (September 2011): The first focused public meeting will provide preliminary details of canal layouts, delivery options, long term schedule, and other details as appropriate to meeting attendees.

Activity 12: Focused Meeting (October 2011): The second focused meeting will provide a second opportunity for interested landowners, stakeholders, and the public to learn about the project and will present similar material to the first focused meeting. This meeting will provide preliminary details of canal layouts, delivery options, long term schedule, and other details as appropriate to meeting attendees.

Activity 13: Tehama County TAC presentation (November 2011): The first Tehama County TAC presentation will present project need, project goals, outreach methods, discuss project land, well, and canal surveys, and provide other information as appropriate to TAC members.

Activity 14: Glenn County WAC Presentation (November 2011): The second Glenn County WAC presentation will discuss preliminary information about outreach effectiveness, canals, water costs, delivery options, long term scheduling, and other details as appropriate to WAC members.

Activity 15: Newsletter (December 2011): The fourth newsletter will describe results of the land, well, and canal surveys. In addition, this newsletter will provide basic information about the project including the project goal, how to join the email distribution list, or request hard copies and who to contact for more information.

Activity 16: Public Meeting (January 2012): The third public meeting will provide a final opportunity for interested landowners, stakeholders, and the public to learn about the project and will present similar material to the first public meeting. This meeting will present project need, project goals, outreach methods, discuss project land, well, and canal surveys, and request future involvement from meeting participants.

Activity 17: Focused Meeting (February 2012): The third focused meeting will provide a third opportunity for interested landowners, stakeholders, and the public to learn about the project and will present similar material to the first focused meeting. This meeting will provide preliminary details of canal layouts, water costs, delivery options, long term schedule, and other details as appropriate to meeting attendees.

Activity 18: Newsletter (March 2012): The fifth newsletter will present the preliminary canal layout and further discuss surface water delivery options. In addition, this newsletter will provide basic information about the project including the project goal, how to join the email distribution list, or request hard copies and who to contact for more information.

Activity 19: Landowner Meeting (March 2012): The first landowner meeting will be held to present the preliminary canal layout, surface water costs, and other details as appropriate to landowners. Additionally, this meeting seeks to secure concurrence and letters of intent with interested landowners during outreach implementation.

Activity 20: Newsletter (May 2012): The sixth and final newsletter will describe the in-lieu project's implementation after this initial outreach effort comes to a close. This newsletter will provide an implementation schedule and discuss long term possibilities.

Activity 21: Landowner Meeting (May 2012): The second landowner meeting will provide a second opportunity for interested landowners to learn about the preliminary canal layout, surface water costs, and other details as appropriate to landowners. Additionally, this meeting seeks to secure concurrence and letters of intent with interested landowners during outreach implementation.

Activity 22: Landowner Meeting (June 2012): The third landowner meeting will provide a final opportunity for interested landowners to learn about the preliminary canal layout, surface water costs, and other details as appropriate to landowners. Additionally, this meeting represents the last opportunity to secure concurrence and letters of intent with interested landowners during outreach implementation.

Activity 23: Tehama County TAC Presentation (August 2012): The second Tehama County TAC presentation will present project results to the TAC for TAC member consideration. This presentation will include discussion of the preliminary canal layout, water costs, amount of surface water planned for delivery, and numbers of landowners who committed to participating in the long term project.

Activity 24: Glenn County WAC Presentation (August 2012): The second Glenn County WAC presentation will present project results to the WAC for WAC member consideration. This presentation will include discussion of the preliminary canal layout, water costs, amount of surface water planned for delivery, and numbers of landowners who committed to participating in the long term project.