

Appendix D: Public and Disadvantaged Community Outreach Plan

Appendix D provides the MCG-approved Public and Disadvantaged Community Outreach Plan which outlines public outreach activities for MokeWISE.

MokeWISE Program:
Public & DAC Outreach Plan

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Introduction

The Mokelumne Watershed Inter-regional Sustainability Evaluation (MokeWISE) program has emerged following years of dialogue between a diverse set of stakeholders in the Upper and Lower Mokelumne River watersheds. MokeWISE, when concluded, is expected to yield a scientifically-based and broadly-supported water resources program that includes sustainable approaches to water resources management in the Mokelumne River watershed, while respecting the hierarchy of existing water rights and water rights holders. This program builds upon earlier interregional project concepts, including the Inter-Regional Conjunctive Use Project (IRCUP), by expanding the scope to include a thorough evaluation of a wide array of water resource strategies that could be implemented to help balance water supplies and demands and sustain both the local economy and the environment.

MokeWISE will develop and evaluate alternatives to enhance water resources management within the Mokelumne-Amador-Calaveras (MAC) and Eastern San Joaquin (ESJ) Regions. The ultimate purpose of this interregional planning project is to develop a broadly-supported water resources program that substantially contributes to meeting both regions' needs as represented by participating stakeholders and other regional interests.

The MokeWISE program will:

- 1) Evaluate opportunities for integrated water management on an interregional scale, with the potential to provide water supply and environmental benefits to a broad range of Mokelumne River basin stakeholders
- 2) Identify actions with broad support amongst participating stakeholders
- 3) Develop a multi-regional conceptual plan to implement the preferred program

Envisioned program benefits of the MokeWISE program include drought protection, water quality protection and improvement, groundwater recharge, maintained and improved environmental and natural resource conditions, long-term balance of water supply and demand, and resolution of long-standing regional and inter-regional conflicts.

Purpose of Outreach Plan

To facilitate a successful MokeWISE program process and outcome, public and disadvantaged community (DAC) outreach is critical. The purpose of public outreach in this program is to inform the public and DACs about the MokeWISE program and offer opportunities for involvement. Community input and involvement in the MokeWISE process will help ensure water resource issues of concern to the broader public are accounted for and addressed by the MokeWISE program.

This Public and DAC Outreach Plan describes the intended outreach activities for two project phases: (1) MokeWISE program development and (2) preferred program alternatives selection. The first phase will educate the public about the purpose of the MokeWISE program, program evaluation, and the ways in which the public may participate. The second phase will facilitate input on the selection of program alternatives. Outreach activities during these two project phases will be targeted to five different tiers: Tier 2 stakeholders, interested parties, the general public, DACs, and Native American tribal communities.

RMC Water and Environment, a water resources engineering firm, and Rainwater and Associates, a facilitation and mediation firm, were hired by the Upper Mokelumne River Watershed Authority (UMRWA) and the Groundwater Basin Authority (GBA) to help develop and implement the MokeWISE program. The Planning Committee, comprised of RMC, UMRWA, the GBA, and Rainwater and Associates, met in early July 2013 to formulate the steps necessary to establish the collaborative stakeholder group envisioned as the guiding force in developing MokeWISE and to develop a strategy for capturing other stakeholder and public input.

The Mokelumne Collaborative Group (MCG) has since been established to serve as the primary guiding influence in formulating the MokeWISE program. The MCG is comprised of organizations with a direct and expressed interest in the Mokelumne River watershed and the MokeWISE program. The MCG provides substantive direction for developing the

MokeWISE program and its members have committed to a challenging work schedule that includes monthly group meetings and regular document review. Group members include water agencies; non-governmental organizations (NGOs); private entities; resource agencies; and local, state, and federal government agencies. The MCG will meet monthly for the duration of the program and is the only stakeholder tier that has decision-making authority. The MCG membership list can be found in Appendix A.

This outreach plan describes the strategy to be followed to obtain input from other potential stakeholder interests and the public, referred to here as stakeholder tiers. Outlined below are the five tiers.

Stakeholder Tiers

The five stakeholder tiers which are targeted by this Outreach Plan are described below.

Tier 2

Tier 2 stakeholders include state and federal resource agencies, cities or other organizations which represent DAC communities, Native American tribal groups and other stakeholders that, due to budgetary and/or staffing restrictions, are unable to participate in the MCG. While Tier 2 stakeholders have no decision-making authority in the MCG, the MCG will solicit and consider feedback received from these stakeholders at various program milestones. Tier 2 stakeholders will be invited to review and comment on draft milestone documents that fall within their field of expertise and jurisdiction prior to the MCG's final review and approval of those documents. Tier 2 stakeholders will be invited to attend and participate at those MCG meetings at which the milestone documents are to be considered. The list of Tier 2 stakeholders can be found in Appendix B.

Interested Parties

Interested parties are agencies, organizations and individuals that have registered their interest in the MokeWISE program but are neither members of the MCG nor Tier 2 stakeholders. Interested parties will be made aware of program progress, documents available for public comment, public meetings, etc. primarily through email communications and website postings. The interested parties' membership list can be found in Appendix C.

General Public

The general public includes residents living in the MAC and ESJ regions and others with a potential and general interest in the MokeWISE program. The general public will be the focus of five public workshops to be conducted during the MokeWISE program

development process and will be invited to comment on milestone documents during designated comment periods.

DACs

A disadvantaged community (DAC) is defined by the State of California as a community with an annual median household income (MHI) that is less than 80 percent of the statewide MHI. Based on current U.S. Census data, a community with an MHI of \$48, 706 or less is considered a DAC. For the purposes of this Outreach Plan, the DACs within the Mokelumne River watershed are organized into two groups. The first group includes DACs which are wholly or largely contained within an incorporated area. The second group includes DAC communities which generally lie within unincorporated areas. See Table 1.

DAC participation in the MokeWISE program will be achieved at two levels: by MCG members and Tier 2 stakeholders who, in conjunction with their official agency duties, will represent DAC communities while developing the various milestone MokeWISE program components; and by conducting at least three of five planned public workshops in DAC communities selected by the MCG and widely advertised in an effort to draw broad DAC resident participation.

Table 1: Disadvantaged Community Representation

Group 1 – DACs within Incorporated Areas			
DAC Community	IRWM Region	MCG Member	Tier 2 Stakeholder
Jackson	MAC		City of Jackson
Plymouth	MAC		City of Plymouth
Lodi	ESJ	City of Lodi (Public Works)	
Stockton	ESJ	City of Stockton (Municipal Utilities)	
Group 2 – DACs located in Unincorporated Areas & Native American Communities			
DAC Community	IRWM Region	MCG Member	Tier 2 Stakeholder
Mokelumne Hill	MAC	Calaveras PUD	
Railroad Flat	MAC	Calaveras PUD	

West Point	MAC	Calaveras County Water District	
San Andreas	MAC	Calaveras PUD	
Thornton	ESJ	San Joaquin County (Public Works)	
Lake Camanche Village	MAC	Amador Water Agency/ Amador County	
Jackson Rancheria Band of Miwuk Indians	MAC		Jackson Rancheria

Native American Tribal Communities

Targeted outreach to tribal communities within the program area will provide an opportunity for these communities to consider participating in the MokeWISE planning process. The three California Native American tribes within the MokeWISE planning region are listed below.

- The Ione Band of Miwok Indians (state and federal)
- The Jackson Rancheria Band of Miwok Indians (state)
- The California Valley Miwok Tribe, generally known as the “Sheep Ranch Tribe” (state)

Direct outreach will be made to the Ione Band and Jackson Rancheria Band. The outreach will consist of written and follow-up personal communications. Information regarding the alternative forms of participation will be presented to the two bands. The two bands will be invited to participate on the MCG or, alternatively, to be included as Tier 2 stakeholders.

Because the status of the leadership of the California Valley Miwok Tribe, generally known as the Sheep Ranch Tribe, has been in question for years no outreach efforts will be made. The tribe’s reservation is a one acre parcel in Calaveras County. Given the ongoing dispute over tribal leadership the tribe’s status before the Bureau of Indian Affairs in Washington, DC is uncertain. Based on past communications with Calaveras County representatives regarding potential outreach to this tribe (in conjunction with the 2012 update to the Mokelumne-Amador-Calaveras IRWM Plan) outreach will not be pursued.

Program Start-up Outreach Activities

With an ambitious work plan and a tight project schedule it was essential that certain key MokeWISE stakeholder outreach tasks be completed at the outset of program development activities. Following is a summary of these key start-up actions.

Fact Sheet

A MokeWISE fact sheet was created in June 2013 which provides a brief history and overview of the MokeWISE program as well as details on the ways in which stakeholders and other members of the public can get involved. As part of the initial stakeholder identification process, this fact sheet was used to inform potential stakeholders about the program participation levels. The fact sheet can be found in Appendix D.

Initial Stakeholder Identification and Solicitation

During July and August 2013, the MokeWISE Planning Committee met to identify potential organizations for inclusion in the MCG. Once these initial stakeholders were identified, targeted outreach occurred to gauge their interest in becoming a member of the MCG. One-on-one interviews over the phone and in-person were conducted by members of the Planning Committee to review MCG member commitment expectations, collect initial thoughts regarding MCG process and organization, and answer any questions. These stakeholders were also asked to provide any other potential organizations to which the Planning Committee could reach out. Once organizations committed to being an MCG member, an initial MCG stakeholder meeting was scheduled.

Website

In July 2013, a website was created (www.mokewise.org) to provide a central location in which stakeholders, the public, and DACs can go for information about the MokeWISE program. The website will store information about public meetings, program-related outreach and education documents, and documents available for public comment. A password-protected section of the website will be used for posting working documents and other information to which only the MCG will have access.

Initiate the MCG Stakeholder Process

The MCG was formally constituted at the group's first meeting which was held on September 5, 2013 at the San Joaquin Farm Bureau in Stockton. All twenty four members of the MCG have expressed a direct interest in the Mokelumne River watershed and the MokeWISE program. The MCG will meet monthly for about two years to complete the MokeWISE program. To guide the MCG in this process the group approved on November 8, 2013 the Mokelumne Collaborative Group Charter which unanimously affirms the group's approval

of the Collaborative Decision-Making Process and Organizational Structure, also referred to as the MCG's Protocols.

During the first MCG stakeholder meeting, members discussed other potential organizations that should be solicited for inclusion. Per the MCG, potentially interested organizations could petition to join the MCG until November 2013. After this point, identified stakeholders will be considered for inclusion in Tier 2 and Interested Parties. Also, understanding its central role in formulating the MokeWISE program, the MCG determined that its meetings would be open to the public and that meeting agendas would provide an opportunity for public comment.

Targeted and Planned Outreach Activities

As noted above, this document describes the planned outreach activities for two project phases: (1) MokeWISE program development and (2) preferred program alternatives selection. The first phase will educate the public about the purpose of the MokeWISE program, program evaluation, and the ways in which the public may be involved. The second phase of the project requiring outreach is centered on the selection of Program Alternatives and will allow for public input. Thus, outreach in this phase is not only relaying information, but also inviting interaction.

The structure and approach to outreach activities will generally be the same for both phases. The overall outreach objective is to make available tier-appropriate information which targets each of the five stakeholder levels. For phase 2 additional provisions will be made to solicit, receive and evaluate comments and suggestions submitted.

Tier 2 Stakeholders

Actions which facilitate review and input by Tier 2 agencies and organizations on key MokeWISE milestone documents are high priorities of this outreach plan. To accomplish these Tier 2 stakeholders will be: sent draft copies of the milestone documents with an explanation of their content and purpose; provided two (2) weeks to submit comments and suggestions on the draft milestone documents; and invited to attend the associated MCG meeting at which those documents will be considered. The milestone documents are listed below.

- draft Water Supply Availability methodology
- draft Water Supply Availability TM
- draft Portfolios Development & Assessment TM
- draft Environmental Resources TM
- draft Economic Impacts TM

Interested Parties

The individuals and organizations on the Interested Parties list will receive email notifications of scheduled workshops which they may attend. Interested parties may also review MokeWISE documents that have been posted on the website for public review.

Disadvantaged Communities

DAC participation will be accommodated through several means. As noted earlier in this plan DAC's are either represented on the MCG or as Tier 2 stakeholders. Additionally, at least three public workshops will be held at meeting locations within DACs. DACs may also review MokeWISE documents that have been posted on the website for public review.

Native American Tribes

The Jackson Rancheria Band of Miwuk Indians and the Ione Band of Miwok Indians participation will be either as members of the MCG, as Tier 2 stakeholders, or through any other means the Tribes elect under this plan.

General Public

The public's access to MokeWISE program information will be provided through several outlets. Comprehensive updates on MokeWISE will be presented at five public workshops held through the region. The public will also have access to information posted on the website for public review. Additionally, the public may observe MCG meetings which are open and include an opportunity for public comment.

The following table displays planned MokeWISE outreach activities and how those activities relate to the five tiers of stakeholders.

Table 2: Relation between MokeWISE Outreach Activities and Stakeholder Tiers¹

Outreach Target Group	Outreach Activity				
	Solicit/Comment on Milestone Documents	Targeted Emails	Public Workshops	MCG Member Presentations	Website Postings
Tier 2 Stakeholders	X		X		X
DACs	X		X		X
Native American Tribes	X		X		X
Interested Parties		X	X	X	X
Public			X	X	X

Implementing Actions

Described below are the actions that will be taken to implement the outreach activities described in the previous section.

Outreach Work Group

The MCG may opt to create a sub-committee, or Outreach Work Group, to assist with implementing the Public and DAC Outreach Plan. The Work Group could be very helpful coordinating outreach activities and members might serve as MCG representatives at certain outreach venues. While the Work Group would report on their activities and seek MCG approval where necessary, much of this work could be conducted outside of normal MCG meeting periods.

¹ The MCG is not necessarily responsible for implementing these outreach activities, but may take it upon themselves to organize and conduct them as they deem appropriate.

Public Workshops

It is recommended that five public workshops be held at strategic points throughout the MokeWISE project. Their purpose is to keep the general public and DACs informed of project status and provide a structured opportunity for the public to offer comments, questions, and concerns. A list of potential meeting locations is provided below; the MCG will be consulted as to the best location for these meetings (Table 3). To further engage DACs within the project area, at least three public meetings will be held within DACs at locations to be determined by the MCG. Press releases suitable for posting on agency and NGO websites will be prepared in advance of each of the five public workshops (as well as the public comment period for the final MokeWISE document); these releases will be posted to the MokeWISE website as well as the websites of other agencies and NGOs willing to post the release. In addition, Tier 2 and Interested Parties stakeholders will be notified by email in advance of all workshops. Below is a proposed timeline and major topics for each public workshop.

1. January 2014; provide an overview of MokeWISE program and purpose.
2. June 2014; outline finalized program objectives, finalized environmental water needs, and discuss water supply availability approach.
3. August 2014; discuss program alternatives and preliminary assessment of alternatives.
4. November 2014; discuss technical, environmental, cultural feasibility, and economic impacts of three selected alternatives.
5. April 2015; present the preferred program.

Table 3: Potential Public Workshop Locations

Eastern San Joaquin Region	Mokelumne-Amador-Calaveras Region
Clements	Ione/Lake Camanche Village
Linden	Jackson
Lockeford	Pine Grove
Lodi	San Andreas
Stockton	Sutter Creek
	Railroad Flat
	Valley Springs/Burson/Wallace
	West Point

Newsletters

Newsletters are an effective way to keep the public informed of project status in between public workshops and can be posted on MCG member websites, in local libraries, coffee shops, and other community boards. Should the MCG use newsletters as an outreach tactic, they would be responsible for both providing the material and disseminating to the public.

Press Releases

Press releases can be used to inform the local media about specific program milestones, such as the release of a public draft or the scheduling of a public meeting. Should the MCG use press releases as an outreach tactic, they would be responsible for both providing the material and disseminating to the media.

Website Updates

Website updates can play a critical role in keeping both the public informed about the program and ensuring that the MCG has the necessary materials. It is recommended that the public website and MCG member websites be updated whenever there is a relevant status update on the program, such as a public meeting notice or a published document. The password-protected portion of the website for the MCG should be updated monthly with the documents needed for the upcoming MCG meeting.

Additional Communication

Another effective means of public outreach is the creation and use of a master public outreach email list. This could be a very effective tool for outreach to interested parties. Emails are drafted and sent out to the email list at various points and could include general program updates and information regarding public meetings and public documents available for comment.

MCG Meeting Comment Period

During each regularly scheduled MCG meeting, there is an identified public comment period, allowing each speaker four minutes. While the MCG will generally not respond to comments made during this time, it is recommended that the MCG discuss comments made.

Public Comment Period on Documents

After documents are approved and posted on the website by the MCG, the public may respond with comments. Email notifications will be sent to both Tier 2 and Interested Parties stakeholders when approved deliverable(s) are moved to the public portion of the website. The MCG may modify documents in response to public comments. In addition, a press release suitable for posting on agency and NGO websites will be prepared in advance of the

public comment period for the final MokeWISE document; this release will be posted to the MokeWISE website as well as the websites of other cooperating agencies.

Proposed Schedule for Outreach Activities

The table below outlines a proposed schedule for outreach activities.

Activity	Timeline	Responsible Party*
Public Workshops	Held at milestones (identified above) during 22-month program duration	MCG/Work Group/RMC
Newsletters	Distributed at identified milestones during 22-month program duration	MCG/Work Group
Press Releases	Distributed at identified milestones during 22-month program duration	MCG/Work Group
Website Updates	Updated at identified milestones during 22-month program	MCG/Work Group/RMC
Additional Communication	Sent at identified milestones during 22-month program duration	MCG/Work Group/ Rainwater & Associates
Other	TBD	MCG/Work Group
MCG Meeting Comment Period	At each regularly-scheduled MCG meeting	MCG
Public Workshops	January 2014; June 2014; August 2014; November 2014; April 2015	MCG/Work Group/RMC/ Rainwater & Associates
Public Comment Period	A designated time-period after each finalized, released document	MCG/Work Group
Tier 2 Stakeholder	February 2014; May 2014; July	MCG/Work Group

Activity	Timeline	Responsible Party*
Participation	2014; September 2014; December 2014	

* The MCG is not necessarily responsible for conducting these activities, but may take it upon themselves to organize and implement any of the activities listed.