

Mokelumne / Amador / Calaveras Integrated Regional Water Management Plan Update

Community Outreach Plan

(Appendix A updated May 26, 2010)

1 Overview

In November 2006, the Mokelumne/Amador/Calaveras (MAC) regional partners completed the MAC Integrated Regional Water Management Plan (IRWMP or Plan). Signatories of the memorandum of understanding (MOU) responsible for implementation of the 2006 MAC IRWMP included Amador Water Agency (AWA), East Bay Municipal Utility District (EBMUD), Calaveras County Water District (CCWD), Amador County, City of Jackson, City of Sutter Creek, City of Plymouth, and the Amador Regional Sanitation Authority (ARSA). Because the 2006 version of the MAC IRWMP was based on guidelines and standards included in Proposition 50 as interpreted by the California Department of Water Resources (DWR) and the State Water Resources Control Board (SWRCB), it must now be updated to be consistent with new IRWMP guidelines and standards for Proposition 84 and 1E.

The program to update the 2006 MAC IRWMP to meet the State's new requirements will be managed by the Upper Mokelumne River Watershed Authority (UMRWA, or Authority). Established in the year 2000 as a joint powers authority, UMRWA is a 'regional water management group' as defined by California Water Code section 10537. UMRWA is a public agency governed by an eight member Board of Directors. The board includes one voting member from Amador Water Agency (AWA), Calaveras County Water District (CCWD), Calaveras Public Utilities District (CPUD), Jackson Valley Irrigation District (JVID), East Bay Municipal Utility District (EBMUD), Amador County and Calaveras County. The eighth voting member represents both Alpine County Water Agency and Alpine County. The State's draft Proposition 84 rules specify that a regional water management group must be responsible for development and implementation of integrated regional water management plans.

Updating the MAC IRWM Plan (hereafter referred to as the MAC Plan) will be completed in a three phase process. The three phases are described below.

Phase 1 – Regional Update. This initial phase, which is being funded by UMRWA member agencies AWA, CCWD and EBMUD, will re-activate the MAC Plan stakeholder process and prepare and/or update several baseline MAC Plan sections which presently do not meet Prop 84 requirements. These plan sections include a MAC Plan vision statement, regional boundary, regional description, goals and objectives, and climate change impact analysis.

Phase 2 – Prop 84 Planning Grant Application. This second phase will develop a Prop 84 planning grant application. If successful, the grant funds would be used to complete the MAC Plan update (see Phase 3 below). In the absence of grant funding, UMRWA would need to develop a funding strategy to complete Phase 3.

Phase 3 – MAC Plan Update. Following DWR’s issuance of final IRWMP guidelines, and upon securing the necessary funds, the remaining sections of the MAC Plan will be updated in Phase 3. Key tasks include updates to project and program descriptions included in the 2006 MAC Plan, the prioritization of those projects, and demonstration of the relationship of those projects and programs to local water and land use planning efforts.

A primary part of the MAC Plan Update process is community outreach. This Community Outreach Plan will guide public involvement throughout the IRWMP update and will work to facilitate relationship building by promoting the active participation of local stakeholders through the entire Plan update process.

2 Community Outreach Goals and Objectives

The two co-equal goals of the Community Outreach Plan are to: (1) ensure sufficient representation and active participation of community interests to achieve a technically and politically viable update to the existing Plan, and (2) complete the MAC Plan update within the allotted timeframe and budget.

The objectives of the Outreach Plan include, but are not limited to:

- Fostering coordination, collaboration, and communication among regional and local agencies responsible for water-related issues to achieve greater efficiencies, and to build public support for vital projects.
- Informing the community and stakeholders about the importance of protecting Upper Mokelumne River water resources and diversifying water supply sources.
- Sharing findings and solicit community comments on draft project work products.
- Responding quickly and effectively to any questions or concerns that may arise during the Plan update.
- Involving key stakeholders which represent most, if not all, watershed key interests and secure their support of the process with well-balanced representation and commitment.
- Sustaining RPC member participation and level of effort through project completion.
- Establishing contacts within local organizations that can assist in broadening outreach efforts by communicating watershed assessment efforts and encouraging participation within their group.

3 Community Outreach Approach

To achieve the outreach goals, and to fulfill the Outreach Plan’s objectives, a three-tiered approach to stakeholder participation and general community outreach will be implemented.

- Tier One includes the formation of a committee which represents the interests of stakeholders within the MAC region. This Regional Participants Committee, or RPC, will serve as the venue for bringing stakeholder interests to the MAC Plan update discussion table. It is anticipated that members of the RPC will represent business (including logging and hydropower), environmental, recreational, agricultural, forestry, watershed councils, large and individual landowners, water districts, and other local interests including local

governments. Solicitation of potential RPC members will be conducted through letters sent to individuals and organizations with known stakeholder interests (e.g. participants in the drafting of the 2006 MAC IRWMP), by notices published in local papers, and during the initial community meeting which targets the general public (see Tier 2 discussion, below). A balanced representation of community stakeholder interests serving on the RPC will be sought, including special outreach efforts to secure the input of geographically distant Alpine County interests.

- Tier Two ensures that the general public living within the MAC region has an opportunity to be involved in the project, learn about project developments and provide input into RPC work products. Communication with the general public will be accomplished through three methods: individual RPC member outreach to community members, coworkers, and professional associations; local media to inform the general public of progress being made in developing the updated MAC Plan; and community workshops.
- Tier Three is designed to ensure that the interests of Disadvantaged Communities in the MAC region are represented and accounted for in the MAC Plan update process.

The outreach approach described above is further detailed in Section 6 below.

4 Key Messages

For this process, it is important to identify the primary messages that define why the MAC Plan Update is necessary and reasons for the associated collaboration among stakeholders.

1. The purpose of the update is to achieve a MAC Integrated Regional Water Management Plan that is consistent with new standards and guidelines and score highly against criteria set by DWR and SWRCB for such plans.
2. The updated MAC Plan will enable the region to effectively compete for future rounds of available funding through Prop 84 and/or 1E.
3. Cooperation and coordination among regional stakeholders will help maximize the benefits the region receives.
4. The first MAC IRWMP was finalized in 2006. This update will allow the MAC region to reassess and refine the Plan's goals, objectives, and other essential elements to reflect today's needs and circumstances.

While delivering and discussing these key messages, it is useful to remember that individual stakeholder concerns, interests, comments and suggestions may differ. It is also likely that many attendees at community workshops and public meetings may be individuals already involved in various activities within the watershed and that the general public may not attend in great numbers. Therefore, this poses a greater challenge in keeping the general public informed of project developments and in soliciting their input. Many of the outreach activities described in Section 6 will aid in doing so.

5 Regional Planning Committee (Tier One)

The Regional Planning Committee, representing a diverse set of MAC region stakeholder interests, will have a central and guiding role in completing the MAC Plan update. RPC members will provide input on various aspects of the MAC Plan update process and related work products; consensus will be sought on all RPC-reviewed work products. Whenever consensus cannot be reached, the Plan will reflect the opinion of the majority of RPC members with minority opinions documented in the meeting minutes. (See also Section 5.2 below) Member opinions, recommendations, and other contributions are viewed as being critical to the overall success of the MAC Plan update effort.

To facilitate achieving the Outreach Plan's goals – a competitive and comprehensive updated MAC Plan that reflects stakeholder and community support, and completing the update within the allotted timeline and budget – RPC members will be asked and encouraged to participate as follows.

- Designate one representative, and if appropriate one alternate, to serve on the Committee
- Attend and participate in Committee meetings
- For potential Alpine County RPC members, participation and input via conference call and internet communications will be arranged.
- Where applicable, specifically represent the interests and needs of any Disadvantaged Community lying within the RPC member's jurisdiction
- Review and provide timely comments on new project descriptions which meet new DWR standards
- Review and provide timely comments on draft work products
- Review and provide timely comments on final draft Plan
- Adopt, or provide written support for, the updated Plan

5.1 Invitations to RPC

Invitations will be sent to parties which may be interested in participating in the RPC. The contact list to be used for the mailing will be comprised predominantly of those parties that participated in the original MAC Plan development, the Upper Mokelumne River Watershed Assessment and Planning Project PAC, and representatives of local towns, non-governmental organizations and agencies that may be interested in regional water resource management. Participation in the RPC will also be solicited during the first Community Workshop, to be held at the beginning of the project. A balanced representation of interests on the committee will be sought.

5.2 Governing Procedures

For virtually any advisory committee process to run smoothly and be successful, it is helpful for those involved to agree at the outset on the purpose of the process and the procedures by which the group will govern its discussions and decision making. For this RPC process, a set of governing procedures will be drafted and presented for modification by the RPC. The governing procedures are envisioned to address the following topics:

- establish guidelines for communication
- attendance expectations
- participation in constructive discourse
- confidentiality of discussion items
- information sharing
- decision-making processes
- work product development

- other procedural issues
- media contact
- procedure amendments

5.3 Website

In an effort to continue to make all relevant information available to a vast breadth of stakeholders, a website will be developed for the Plan update. The website will provide some information about the overall DWR IRWM program, and specifically the 2006 MAC IRWMP and update. Useful links to other websites will be present and documents will be provided to download. In addition to those interested obtaining information from the website, there will be a link allowing viewers to leave anonymous comments and/or suggestions, thereby further contributing to the process.

6 Community Outreach Activities (Tier Two)

6.1 Project Databases

A community and stakeholder database has been developed which is based on the project databases for both UMWRA's Upper Mokelumne River Watershed Assessment and Planning Project and the 2006 MAC IRWMP. These two databases were initially combined into a single database for the MAC Plan update. This community database contains the names and key contact information for potential stakeholders and interested public. This database will be updated with additional names and information as needed.

The community database primarily serves as a mailing list for any direct mail pieces that are developed and distributed to project stakeholders. As new contacts are made, either through the RPC or community meetings or through other venues, the community database will be augmented.

In addition, the RPC database has been developed to maintain communication with RPC members in between meetings and to notify members of meeting schedules, work product schedules, and other items of importance. This RPC database includes all individuals who are designated RPC members and others who wish to track and be informed of RPC activities. The listed RPC members are individuals who were specifically invited by letter to participate on the RPC, individuals who volunteered to participate as RPC members at the October 2008 Community Workshop, and others whose participation was sought to broaden RPC representation to specifically include Alpine County interests and disadvantaged communities located within the MAC Plan region. The list of initial RPC members and their affiliations is included as Appendix A to this plan.

6.1 Direct Mailings for Updates

Direct mailing announcements will be sent to individuals potentially interested in participating through attendance at community workshops. Announcements of community workshops will be mailed to notify individuals listed in the community database of opportunities to provide input on key work products.

6.2 Community Workshops

Community workshops are a primary format for informing the general public about MAC Plan Update activities and to solicit comments and answer questions on MAC Plan Update work products. Workshops will be held as key project work products are drafted. Community workshops will be hosted at suitable facilities that are centrally located. The Senior Community Center and the

Amador County Board of Supervisors chambers, both of which are located in Jackson, are often used for meetings of this nature and are likely locations for future meetings.

6.3 Media

Media relations provide a credible and economic approach to achieving widespread dissemination of key project information. Studies show that information presented to the public through a third party, such as the media, is more readily believed by the public, as opposed to advertising or other methods of information coming directly from the source. Local newspapers, such as the Record Courier, Calaveras Enterprise, and the Amador Ledger Dispatch, will be contacted and descriptions of upcoming workshops or other information to be released to the public will be published in written form. A follow-up phone call will be made to answer any questions and encourage interest in writing an article about the project.

7 Disadvantaged Communities Outreach (Tier 3)

The definition of a Disadvantaged Community (DAC) according to the State of California (CA Water Code, Section 79505.5(a)), and the definition used for the purposes of Tier 3 of the Community Outreach Plan, is any community where the Median Household Income (MHI) is below 80 percent of the statewide household income (SMHI). During development of the MAC IRWMP, an evaluation was completed to determine the DACs within the region. That evaluation relied upon the 2000 Census data. This Census information is still applicable and it is anticipated the same information will be used in conjunction with the Plan update. According to the 2000 Census, the California SMHI was \$47,493, thus communities with an average MHI of \$37,994 or less are considered DACs. Within the MAC region, the communities of Jackson, Plymouth, Mokelumne Hill, Rail Road Flat, San Andreas, and West Point were considered DACs. Participation by representatives of these communities in the MAC Plan update process will be solicited and encouraged.

By soliciting and encouraging participation in the MAC Plan update process by individuals who understand the issues confronted by disadvantaged communities we can help insure that both the needs of minority and/or low-income communities are considered and that those communities do not bear disproportionately high and adverse human health or environmental impacts as a consequence of the updated MAC Plan. Objectives of Tier 3 include, but are not limited to:

- Solicit involvement by individual representatives from DACs within the MAC region and encourage participation by those representatives as members of the RPC.
- For DACs which do not have designated community representatives on the RPC, encourage other RPC members to specifically advocate and represent the interests of those DACs which may lie within a RPC member's jurisdiction or area of special interest.
- Inform representatives and residents of DACs via flyers and newspaper notices about opportunities to get involved with the MAC Plan update process and participate in development, integration, and prioritization of projects.

The MAC Plan website will be a useful tool to keep the RPC members, general public, and representatives and residents of DACs informed. The following table summarizes the DACs within the MAC region, RPC representatives, and public agencies that serve them.

Disadvantage Community Representation

Disadvantaged Community	Supporting Public Agency	Representative	Secondary Agency
Jackson	City of Jackson	Mike Daly	Amador Water Agency
Plymouth	City of Plymouth	Dixon Flynn	Amador Water Agency
Mokelumne Hill	Mokelumne Hill Sanitation District	Phil McCartney	Calaveras County Water District
Rail Road Flat			Calaveras County Water District
San Andreas	Calaveras Public Utility District	David Graesch	Calaveras Public Utility District
West Point			Calaveras County Water District

Appendix A - RPC Membership (as of May 26, 2010 RPC meeting)

(Designated alternate members are shown in *italics print*.)

First	Last	Title	Organization
Pete <i>Katherine</i>	Bell <i>Evatt</i>	Vice President <i>President</i>	Foothill Conservancy
Krista	Clem	Project Manager	Golden Vale Subdivision
Brianna	Creekmore		West Point community
Mike	Daly	City Manager	City of Jackson
Dixon	Flynn	City Manager	City of Plymouth
Tom	Francis	Senior Engineer	East Bay Municipal Utility District
Sarah	Green	Watershed Coordinator	Alpine Watershed Group
Donna	Leatherman	General Manager	Calaveras Public Utility District
Gene	Mancebo	General Manager	Amador Water Agency
Phil	McCartney	Chief Operator	Mokelumne Hill Sanitation District
Ted	Novelli	Supervisor	Amador County Board of Supervisors
Edwin	Pattison	Water Resources Mgr	Calaveras County Water District
Rod	Schuler		Retired Amador County PW Director
Gary	Slade		Amador Fly Fishers Association
Susan	Snoke	Watershed Coordinator	Upper Mokelumne River Watershed Council
Terry	Strange		Resident
Madonna	Wiebold		Resident
Hank	Willy	Director	Jackson Valley Irrigation District
Vacant	(Steve Wiard?)		Sierra Pacific Industries
Vacant	(Rich Dobble?)		PG&E/ERC
Vacant			US Forest Service – Stanislaus (Calaveras District)

RPC 'Interested People' List

First	Last	Title	Organization
Ray	Brustori		Resident
Jerry	Budrick	Reporter	Ledger Dispatch
Renee	Chapman		Resident
John	Coleman	Director	EBMUD; UMRWA BAC member
Bill	Contrashoff	Director	AWA; UMRWA BAC member
Jeff	Davidson	Director	CCWD; UMRWA BAC member
Bob	Dean	Director	CCWD
Debbie	Dunn	Director	AWA
Katherine	Evatt	President	Foothill Conservancy
Catherine	Gill	Environmental Scientist	Central Valley RWQCB
Anne	Littlejohn	Environmental Scientist	Central Valley RWQCB
Richard	Prima	Engineering Consultant	City of Plymouth
Casey	Prunchak	Contact	Tuolumne-Stanislaus IRWMP
Martha	Shaver	Authority Counsel	UMRWA
Genevieve	Sparks	Environmental Scientist	Central Valley RWQCB
Gary	Thomas	Director	AWA
Chris	Wright	Executive Director	Foothill Conservancy
Brett	Wyckoff		Department of Water Resources