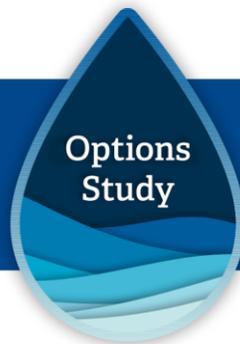


**PARADISE COMMUNITY
DRINKING WATER SUPPLY
OPTIONS STUDY**



COMMUNICATION PLAN

Prepared by California State University, Sacramento

Consensus and Collaboration Program

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I. INTRODUCTION AND PROJECT BACKGROUND AND PURPOSE

As a result of the Camp Fire in November 2018, Paradise Irrigation District (PID) lost approximately 90% of its connections, making continued water supply operations unsustainable until recovery and rebuilding is completed. Therefore, the community needs to perform an Options Study (Study) to identify and evaluate long-term options for improvements to its water system infrastructure and finances to ensure the long-term sustainability and resiliency of the community's water system(s) as well as support redevelopment of the community. This Study is also a mandated requirement to ensure that PID can obtain funding for its drinking water system improvements from the California State Legislature.

The Study will include a significant outreach and stakeholder component and consider the community as a whole as well as the overarching potential for future sustainability. To ensure that all relevant interests and affected communities are involved in the selection of the Study consultant, and subsequent completion of the Study in a transparent manner, community outreach and engagement will be conducted using the tools described in this Communications Plan (Plan).

The Study will:

- Identify a range of options to ensure the long-term sustainability and resiliency of water supply for Paradise.
- Evaluate the feasibility of each option – evaluation criteria include cost, community acceptance, environmental permitting, environmental impacts, administrative hurdles, etc. Costs include upfront capital costs as well as the present worth of long-term (40-50 years) operation and maintenance costs.
- Rank options and provide recommendations for consideration by decision makers.

The Study will be prepared by a private consultant, selected through a public competitive process administered by the Sacramento State, Office of Water Programs (OWP) through a Technical Assistance Work Plan from the State Water Resources Control Board. The Study consultant will be selected through the use of a Request for Proposal (RFP) and associated selection steps administered by OWP as informed through public input.

II. COMMUNICATION PLAN PURPOSE AND GUIDING PRINCIPLES

This Plan serves as the roadmap for successful communications throughout the project. The activities outlined in the Plan are meant to support RFP development, Study consultant selection and Study implementation by ensuring an open flow of information and opportunities for input throughout the process. The Plan will be updated regularly to meet the needs of the Study.

GUIDING PRINCIPLES OF ENGAGEMENT

Successful engagement requires adherence to a set of guiding principles. The items listed below are intended as core components. All outreach and engagement activities and communications materials will be:

- **Additive:** Recognizing that there are several ongoing engagement efforts as part of the Town of Paradise rebuilding efforts, outreach and engagement should leverage these other efforts, build off of previous efforts, and efficiently utilize stakeholders' and community members' time and expertise.
- **Intentional:** All engagement opportunities need to be explicit in their purpose and differentiate between outreach and community engagement to ensure that expectations for the process are understood.
 - Outreach: Provide opportunities to inform the community about the process and educate on technical issues. Outreach activities promote trust, transparency, and accountability.
 - Engagement: Provide opportunities for stakeholders to learn from each other, envision together, own the process, give feedback and weigh in on decisions.
- **Accessible:** Ensure that those who wish to engage are part of this effort. Utilize a diverse suite of outreach tools to engage a broad audience. Consider all variables that can impact a community member's ability to participate in the effort, including but not limited to event location, time, language, information format, and economic and physical impediments.
- **Open and transparent:** Provide necessary information about process, timeline, and content. Be transparent and open about how decisions are made.
- **COVID-19 Health and Safety Compliant:** The process will be consistent with current COVID health and safety requirements prescribed by State and local governments. Any conflicts between such requirements will be reconciled by the SWRCB as the funding organization of this effort.

III. LEVELS OF ENGAGEMENT AND PARTICIPATION

Defining anticipated levels of engagement for all stakeholders involved in the Study is an essential first step in the outreach and engagement process. This section defines each anticipated major group involved in the Study development, as well as their expected level of input in the process. Figure 1 represents the desired nesting of the different levels of engagement, where information is shared throughout, and decisions are informed by all levels of engagement.



Figure 1. Levels of Engagement

PROJECT CONVENER

ROLES AND RESPONSIBILITIES

The project convener, with the support of the project team, is responsible for the administration of the Study and any related decision making.

MEMBERSHIP

CSUS-OWP is the project convener during the Study development phase and will provide technical information that others can use to make future decisions related to the water supply system. The Study will be a public document that will be available to all stakeholders and the public upon its completion. While it is anticipated that PID will assume the project convener role for future implementation of the Study's recommendations for the purposes of developing sustainable post-fire operations, it is the express purpose of the Study that other parties may also use the results to help further regional water resiliency and partnerships.

PROJECT TEAM

ROLES AND RESPONSIBILITIES

The Project Team is responsible for ongoing management of the study. The Project Team is expected to develop all communications materials and conduct outreach and engagement activities.

MEMBERSHIP

- **Sacramento State, Office of Water Programs (OWP)**, is under contract with the State Water Resources Control Board, Division of Financial Assistance (DFA) to provide technical assistance to disadvantaged communities for planning and design services related to water system improvements. OWP will manage the Study project to evaluate water system alternatives for the community of Paradise.
- **Sacramento State, Consensus and Collaboration Programs (CCP)**, is responsible for the development and execution of this Plan in consultation with the Project Team and the Stakeholders Group.
- **State Water Resources Control Board (SWRCB)** administers Proposition 1 funds made available to support drinking water-related efforts, including this study as administered by OWP. Divisions of SWRCB involved in the Study include the:
 - Division of Drinking Water (DDW)
 - Division of Financial Assistance (DFA)
 - Other Divisions may be included as needed
- **Paradise Irrigation District (PID) and Town of Paradise** is the Technical Assistance (TA) recipient.
- **Study consultant (TBD)** is responsible for preparing the Study and for providing information to support the outreach and engagement throughout the Study development.

STAKEHOLDERS GROUP

ROLES AND RESPONSIBILITIES

The Stakeholders Group works with the Project Team and provides input to define critical components of the Study. The Stakeholders Group serves as a proxy for public input, representing a range of key perspectives. Members will be asked to share information and solicit input from their own networks to inform the Study. The Stakeholders Group will meet monthly to receive general information about the status of the Study (goals, activities, timelines, etc.). In addition, special topic sessions will be scheduled to allow sufficient time for dialogue and solicitation of input. Meeting minutes will be prepared for all monthly meetings. When possible, the special topic sessions will be scheduled and coordinated with the monthly status report meetings. At a minimum, the Stakeholders Group will be asked to weigh in, review, and provide input on the following:

1. **RFP development process:**
 - a. Review and provide input on the consultant evaluation criteria
 - b. Review and provide input on the draft RFP
2. **Consultant selection:** OWP, with the support of the Project Team, will review proposals, interview a short list of consultants, and select a project consultant. Stakeholders Group will be informed throughout the selection process.
3. **Study development:**

- a. Review and provide input on the List of options for consideration
- b. Review and provide input on evaluation parameters
- c. Review and provide input on draft Study and recommendations

MEMBERSHIP

The stakeholders group includes representation of the following interests:

- Technical Assistance (TA) recipient: PID and the Community of Paradise
- Local Government representatives: County of Butte, Butte County Local Agency Formation Commission (LAFCo), Town of Paradise, City of Chico, California State Assembly
- Local Non-Governmental Organizations (NGOs) representatives
- Local water representatives
- Local Union 228 – Yuba City
- State Water Resource Control Board
- TA provider: OWP
- Environmental justice groups

COMMUNITY MEMBERS

In addition to the Stakeholders Group, the Project Team will solicit input from and inform the public in the Town of Paradise and throughout Butte County. Table 1 below provides a summary of the types of engagement efforts that will be offered throughout the project and their intended outcome. Specifically, each engagement effort will include suggested guidelines to inform and involve the public in RFP development and the Study.

Table 1. Outreach and Engagement Tools

Task/Event	Inform	Gather Input	Discuss/ Connect	Provide Choices	Deliberate	Decision Making
Press release and media	•					
Factsheets	•					
Stakeholder Assessment Interviews	•	•				
Survey	•	•				
Project website	•	•				
Social media	•	•	•			
Community informational event (remote participation as per COVID-19 requirements)	•	•	•			
Community workshop (remote participation as per COVID-19 requirements)	•	•	•	•		
Stakeholders Group Meetings	•	•	•	•	•	
Project Team	•	•	•	•	•	
Project Convener	•	•	•	•	•	•

IV. OVERVIEW OF COMMUNICATION TOOLS AND PUBLIC PARTICIPATION OPPORTUNITIES

Consistent with terms introduced in Table 1, this section describes specific engagement tools and methods to be used throughout the project.

Digital Engagement: Digital engagement is an approach that involves online exchange of information. Information provided through online media can be provided as hardcopies as well to ensure that information is accessible to all interested stakeholders. As shown in Table 1, digital engagement may include:

- **Press Releases and Media:** All efforts associated with Paradise rebuilding efforts are anticipated to attract significant attention from interested stakeholders. Consistent messaging using press releases and local media to inform all interested stakeholders of key Study outcomes and events will reach a large audience that may not be directly involved in specific outreach efforts.

- **Factsheets:** Fact sheets help provide useful overviews of critical Study information and can be posted to a variety of digital platforms including local media, social media, and the project website. Factsheets are used to inform interested stakeholders.
- **Surveys:** Surveys are a useful tool for gathering initial feedback on Study components and concepts. Because they can be easily distributed to a large and diverse audience, surveys can solicit input from a wide range of sources. However, they do not readily offer the opportunity for two-way communication and follow up should the need arise.
- **Project Website:** Information about the Study will be available on the PID website. The project webpage will be regularly updated to ensure that stakeholders are informed about Study activities. The project webpage will serve as the primary clearinghouse for all publicly available Study information. Links can be easily shared with any interested parties.
- **Social Media:** Social media is a useful tool for informing, soliciting feedback from, and connecting diverse groups of stakeholders with other interested members of the community. It can be used simultaneously to update stakeholders of important Study milestones and events and provide a portal for information sharing and surveys.

In-Person Engagement: As noted, all initial outreach and engagement will be conducted virtually (using Zoom) due to COVID. As conditions improve and change, the tools listed below can be easily modified from virtual/online events to in person events.

- **Stakeholder Assessment Interviews:** Stakeholder assessments give the Project Team the opportunity to engage with a representative cross section of interested stakeholders. They provide an opportunity to tailor early Study concepts and components to the specific stakeholder needs and concerns based on a targeted set of questions and give Project Team staff the opportunity to ask follow-up questions.
- **Community Informational Events:** Informational events can take many forms from booths at other existing venues such as farmer's markets or fairs to standalone open houses. The purpose of informational events is primarily to inform interested stakeholders of Study concepts and components, but they also provide an opportunity to connect Project Team staff directly with community members.
- **Community Workshops:** Community workshops are structured events to showcase Study components to interested stakeholders. They are useful in connecting stakeholders to Project Team staff and creating dialogue between decision makers and the community.
- **Stakeholders Group Meetings:** Stakeholder group meetings provide targeted discourse between Project team staff and key stakeholders in the community. These events occur regularly and offer the highest level of engagement for a pre-determined set of stakeholders (as defined above) to carefully review Study components and provide targeted feedback on Study options through deliberative dialogue.

V. OUTREACH AND ENGAGEMENT WORKPLAN (ONGOING UPDATE)

The Outreach and Engagement Workplan is meant to be a working document that will be regularly updated per input from the Stakeholders Group to meet project needs and to ensure a transparent process and ongoing communication about the Study's progress.

PRESS RELEASES AND MEDIA

CCP, in coordination with the Project Team, will develop and distribute press releases and media advisories that correspond with Project milestones. An initial list of media outlets is provided below.

- The Paradise Post: <https://www.paradisepost.com/>
- Town News and Events: <https://www.townofparadise.com/>
- Chico Enterprise – Record: <https://www.chicoer.com/>
- Town of Paradise - Butte County: <https://buttecountyrecovers.org/>

FACTSHEETS

CCP, in coordination with the Project Team, will prepare topical factsheets to be shared with the Stakeholders Group and the public.

STAKEHOLDERS ASSESSMENT INTERVIEWS

The CSUS team has conducted interviews to gather information and input to inform the Plan development and subsequent outreach and engagement related to Study preparation. Interviewees were asked to respond to questions in three key areas: (1) the role and perspectives of the interviewee regarding the Study and subsequent related activities, (2) PID water system characteristics prior to the fire and the interviewee's vision for PID moving forward, and (3) public engagement and outreach opportunities and considerations. The interviewees are a subset of the Stakeholders Group and included representatives of:

- State Water Resource Control Board
- Community
- Miocene Canal Coalition
- PID
- Butte LAFCo
- Butte County Farm Bureau
- Cal Water
- Butte County Department of Water & Resource Conservation
- Butte County Board of Supervisors

SURVEY

CCP may develop and administer surveys to solicit input from the public. Survey links will be

provided through the project webpage on the PID website.

LISTSERV AND SOCIAL MEDIA

CCP will coordinate with PID to share information using PID's social media including:

- PID Facebook page (<https://www.facebook.com/PIDWater/>)
- PID twitter (<https://twitter.com/pidwater?lang=en>)
- PID Nextdoor (<https://nextdoor.com/agency-detail/ca/butte-county/paradise-irrigation-district/>)
- PID Listserv

Social media and listserv announcements will provide general information about the process (goals, activities, timelines, etc.) and the status of the Study, current opportunities for participation, and other timely and important information.

Members of the Stakeholders Group are encouraged to serve as communication partners and help distribute announcements using their social media and listservs to their members.

PROJECT WEBSITE

CCP will coordinate with PID to post project information on the PID website. The primary purpose of the project website page is to inform interested stakeholders and provide a centralized location for information about the Study, related material, progress updates, and opportunities to engage and provide input. The website page will make information easily accessible and allow interested parties to track the status and development of the Study. The website page is not intended to serve as a discussion forum.

Information to be provided on the website includes:

1. General project information
 - a. Project purpose and scope
 - b. Timeline and milestones
 - c. Project convener contact information
2. RFP process
 - b. RFP with information on how to respond to the RFP
 - c. Announcement on consultant selection
3. Public Engagement
 - a. Communication plan and timeline [to be updated as needed]
 - b. Stakeholders Group monthly meeting agendas and summaries
 - c. Scheduled public engagement opportunities
4. Options study information
 - a. Relevant information and related reports
 - b. List of options to be evaluated as part of the Study
 - c. List of evaluation criteria
 - d. Study report

COMMUNITY EVENTS: INFORMATIONAL AND WORKSHOPS

CCP, in coordination with the Stakeholders Group, will facilitate community events designed for informing and engaging non-technical audiences.

- The open house meetings/webinars will provide general information about the Study (background information, goals, activities, timelines, etc.) and its status.
- In general, the open houses will solicit public input on the same topics that will be discussed with the Stakeholders Group. However, materials will be tailored to be accessible to general audiences.

PROJECT WORKPLAN

As shown in Table 2 below, the Plan is designed to support and link with key milestones of the RFP development and the Study. Outreach and engagement activities identified in Table 2 will be updated regularly to ensure ongoing and transparent communication about Study activities.

Table 2. Outreach and Engagement Activities to Support Project Milestones

Anticipated Completion Date	Options Study Milestone	Stakeholders Group Input	Community Outreach
Ongoing	Pre-Engagement Activities		<p>Identify local Media Outlets: Initial identification of local, regional, and state media outlets likely interested in Town of Paradise water supply issues.</p> <p>Connect with other engagement efforts in the Town of Paradise and surrounding areas as appropriate.</p> <p>Identify opportunities for outreach presentations with special interests groups (such as the County Water Commission; League of Women Voters) to provide short updates on the study and encourage participation.</p>

Anticipated Completion Date	Options Study Milestone	Stakeholders Group Input	Community Outreach
Sept 2020	RFP Development	Meeting (09/25/20) Meeting Purpose: Clarify and solicit input on engagement roles, draft Communication Plan, and draft RFP consultant evaluation criteria.	Website Development in collaboration with PID.
TBD	Finalize and Advertise RFP		Factsheet: inform community members on the RFP scope, evaluation criteria, and schedule Social media/Press release/website: inform community members on RFP process and schedule
TBD	RFP Response Period	Meeting: Update on responses to the RFP	
TBD	Consultant Selection	Meeting: update on consultant selection process	
TBD	Contract development and execution		Social media/Press release/website: inform community members of selected consultant, qualifications, and Options study process (options list development and Options evaluation)
2 months post contract execution	Draft Options List	Meeting: Provide input on public engagement related to options list.	Public Forum: (1) Provide foundational information on the PID system (where water comes from, water rights, operations,

Anticipated Completion Date	Options Study Milestone	Stakeholders Group Input	Community Outreach
			capacity, etc.); (2) solicit input on options for consideration. Press Release
3 months post contract execution	Finalize Options List and Description	Meeting: Provide input on list of options for consideration; options evaluation process	Ongoing communication through Social media/Press release/website Factsheet: Options list and descriptions Public meeting to provide an update on options to be considered
10 months post contract execution	Options Evaluation	Multiple Meetings: Progress and input on options evaluation process; initial findings	Public meeting – Open house/Gallery of options Ongoing communication through Social media/Press release/website
12 months post contract execution	Finalize study Results and Recommendations	Meeting: Update on study results and recommendations	Social media/Press release/website