

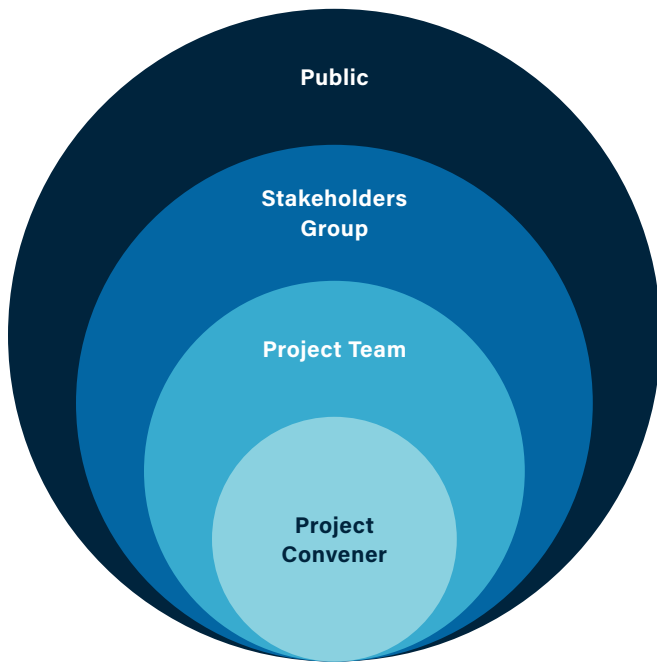
**Communication Plan Purpose:** Serve as the roadmap for successful communications throughout the project including RFP development, Study consultant selection and Study implementation. Ensure an open flow of information and opportunities for input throughout the process. The Plan will be updated regularly to meet the needs of the project.

**Options Study purpose:** Identify and evaluate long-term options for improvements to the Paradise Irrigation District (PID) water system infrastructure and finances to ensure the long-term sustainability and resiliency of the water system(s) as well as support redevelopment of the town of Paradise. 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.

**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. 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.

## Levels of Engagement and Responsibilities



1. **Project Convener** (Decision Maker)
  - a. Options Study development - CSUS-OWP
  - b. Options Study implementation - PID
2. **Project Team** (Support and Development - Contract management, Drafts Options Study, Conducts outreach)
  - a. CSUS-OWP
  - b. CSUS-CCP
  - c. PID-authorized representative
  - d. Town of Paradise - recipient
  - e. State Water Resources Control Board (SWRCB)
  - f. Consultant - TBD
3. **Stakeholders Group** (Advise and provide input on all project milestones/decisions, serve as project ambassadors to other interests)
  - a. Local
  - b. Regional
  - c. State
  - d. Environmental
4. **Public** (Ongoing engagement to be informed of the project and its progress)
  - a. Town of Paradise residents
  - b. Butte County residents

## Overview of Communication Tools and Public Participation Opportunities

Outreach and engagement opportunities are designed to broaden public participation. The Communication Plan outlines an approach to ensure an informed and transparent process and includes opportunities for interested parties to weigh in on the Options Study development. Engagement may take the form of digital or in-person engagement.

**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. Digital engagement may include press releases and media, factsheets, surveys, and a project page on the PID website.

**In-Person Engagement:** All initial outreach and engagement will be conducted virtually (using Zoom) due to COVID. As conditions improve and change, activities can be easily modified from virtual/online events to in person events including stakeholder assessment interviews, community informational events, community workshops, and stakeholders group meetings.

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*	•	•	•			
Community workshop*	•	•	•	•		
Stakeholders Group Meetings	•	•	•	•	•	
Project Team	•	•	•	•	•	
Project Convener	•	•	•	•	•	•

\*Remote participation as per COVID-19 requirements