



May 1, 2017

Project No.: 755-10-17-01
SENT VIA: EMAIL

Ms. Angela Spain
City of Chico
411 Main Street
Chico CA 95928

SUBJECT: Stakeholder Outreach and Engagement Plan for the City of Chico's Stormwater Resource Plan for the Big Chico Creek and the Little Chico Creek Watersheds

Dear Ms. Spain:

PURPOSE

The objective of the City of Chico (City) Stormwater Resource Plan (SWRP) is to identify, evaluate, and develop a framework to manage stormwater to achieve multiple benefits for protecting health and safety and for avoiding the potential impacts of urban runoff to receiving waters. The SWRP must address and satisfy the requirements of Senate Bill 985 and the State Water Board guidelines to establish eligibility for bond funds associated with storm water projects, including Proposition 1 Implementation Grant Funds through the State Water Resources Control Board's Storm Water Grant Program (State).

Outreach is a key component of the SWRP development process, as outlined in the Proposition 1 Grant agreement with the State. In coordination with the City, West Yost Associates (West Yost) will facilitate organization, coordination, and collaboration among stakeholders and provide opportunities for public participation and education throughout the development of the SWRP.

IDENTIFICATION OF PARTICIPANT GROUPS

Key participants in the SWRP development process will include the Technical Advisory Committee (TAC), Stakeholders, and the Public, as well as any local disadvantaged communities. West Yost will provide outreach to these participants, as a part of the SWRP development process, both to inform participants of project progress and to solicit input. Input from these groups will ensure that the SWRP will have the most useful projects, and the greatest likelihood of success.

OUTREACH ACTIVITIES

TAC Coordination

Potential members of the TAC were recommended by City staff at the outset of the SWRP project, and the membership was further refined during the project kickoff meeting. The TAC participants are shown in Table 1:

TAC Member	Agency
Tom Fossum	Butte County Department of Public Works
Richard Perrelli	Chico State University
Richard Burgi	City of Chico
Matt Thompson	City of Chico
Debbie Spangler	CA Department of Water Resources
Sarah Reynolds	Butte County Resource Conservation District
Ryan Sale	Tehama County Resource Conservation District
Erick Burres	State Water Resources Control Board
Erik Gustafson	City of Chico
Skyler Lipski	City of Chico

Timelines

TAC members will be involved throughout the process of SWRP development, in a series of key meetings and routine phone calls that will gather input and provide status updates. The following sections describe the activities planned for each meeting to allow TAC input to be formally gathered and recorded:

TAC Meeting 1 – April 2017

- TAC member introductions.
- SWRP Purpose and Goals.
- SWRP Process (50 initial projects, feasibility screening, 16 SWRP Projects, quantitative criteria/ranking prioritization).
- SWRP Schedule (set tentative dates).
- Preliminary identification of initial projects from TAC members.
- Discuss Evaluation Criteria (EC) and Weighting Values (WV).

Tac Meeting 2 – May 2017

- Summarize input from Public Meeting 1.
- Review draft initial project list and screen for eligibility (Projects must have at least two main benefits and one or more additional benefits) and feasibility of implementation (realistic, approximate cost, major environmental impacts). The goal is to reduce the list of 50 initial projects to down to 16 SWRP projects.
- Revise EC and WV based on public input and the SWRP project list.

TAC Meeting 3 – June 2017

- Review SWRP Outline.
- Review draft Water Quality and Multiple Benefits (WQMP) Technical Memorandum (TM).
- Review SWRP project descriptions.
- Seek suggestions and edits to the WQMB TM and project descriptions.

TAC Meeting 4 – October 2017

- Review initial project evaluations, ranking, and prioritization.
- Test revisions of EC and WV.
- Adopt final EC and WV and resulting SWRP Project ranking and prioritization.
- Select three projects for 30% design.

TAC Meeting 5 – February 2018

- Review input from public meeting 3.
- Review draft SWRP.
- Review City Council and North Sacramento Valley Integrated Regional Management board adoption presentation.
- Prepare a recommendation that City Council and NSV IRWM adopt the SWRP.

Additional TAC Outreach – As Needed

In addition to TAC meetings, periodic phone conversations and conference calls may be necessary to solicit feedback, clarify details, or reach consensus. If needed to address abundant or significant public input, an extra TAC meeting may be scheduled to ensure a complete response to comments. Such a meeting could be scheduled in July 2017 or February 2018, based on need.

Key Messages

Key messages to be communicated to the TAC are that participation in the TAC is optional, a commitment will be necessary, a representative will be needed at all TAC meetings, and sufficient time will be given to review materials and prepare comments. TAC members are expected to work collaboratively and creatively for the benefit of the watersheds and stakeholders. A commitment letter was provided to each potential member of the TAC, indicating the responsibilities and expectations of the TAC role, and was signed by each.

STAKEHOLDERS

In performing outreach to potential TAC members, a number of these individuals, or their agencies, indicated that, for various reasons, they would prefer to participate as stakeholders. Some of the reasons cited for a desire to be involved at the stakeholder level included a lack of time or

funding to attend all TAC meetings, a general interest in the outcome, or wish to suggest projects for consideration, but no desire to guide the process, or a desire to retain the right to work on projects that might be prioritized, without engendering a conflict of interest. Many other potential stakeholders were suggested by staff who were contacted during the TAC outreach process.

Stakeholders identified during the outreach process are shown in Table 2:

Table 2. SWRP Stakeholders	
Potential Stakeholder Representative	Organization
Julie Kistle	Chico Unified School District
Scott Zaitz	Regional Water Quality Control Board
Pete Bonacich	California Water
Tracy McReynolds	California Department of Fish & Wildlife
Scott McReynolds	CA Department of Water Resources
Natalie Carter	Butte Environmental Council
Timmarie Hamill	The Stream Team
Eric Wedemeyer	Integrated Regional Water Management Plan
Ryan Teubert	Tehama County Department of Public Works
Terry Zeller	Chico Area Recreation & Parks District
Ryan Luster	The Nature Conservancy
Unidentified	Sierra Pacific Industries
Lise Smith-Peters	Friends of Bidwell Park
Marty Dunlap	Citizens Water Watch
Unidentified	River Partners
Sandra Knight	Mechoopda Indian Tribe of Chico Rancheria
Vincent Haynie	Love Chapman Town
Unidentified	Big Chico Creek Ecological Preserve

Timelines

Stakeholders will be involved at several key times during the SWRP development process, whether in key meetings, or through interaction with City staff or via the project website. The following sections describe the activities planned for each meeting to allow Stakeholder input to be formally gathered and recorded:

Stakeholder & Public Meeting 1 – May 2017

- Present SWRP Purpose and Goals.
- Present SWRP Process (50 initial projects, feasibility screening, 16 SWRP Projects, quantitative criteria/ranking prioritization).

- Present SWRP Schedule (set tentative dates).
- Present preliminary identification of initial projects from TAC members.
- Present initial EC and WVs.
- Present SWRP Website.
- Seek more projects from public and stakeholders.
- Seek input on EC and WVs.

Stakeholder & Public Meeting 2 – June 2017

- Present initial project list.
- Present eligibility screening results.
- Present SWRP projects.
- Present EC and WVs.
- Seek input on the above items.

Stakeholder & Public Meeting 3 – January 2018

- Present EC and WVs.
- Present SWRP project ranking and prioritization.
- Present Draft SWRP Document.
- Seek input on the above items.

Key Messages

Key messages to Stakeholders will be the benefits of involvement, solicitation of projects and data, and communication of timelines and methods for input. There is no specific level of commitment to be considered a Stakeholder. Everyone is invited to suggest appropriate projects for consideration and to provide feedback on the SWRP. The Stakeholder level of involvement may differ from public involvement, with targeted solicitation of projects, data, or other input, as appropriate based on the service type and geographical service area of each agency or group.

PUBLIC

The public will be invited to participate in the development of the SWRP through public meetings, but also with a variety of media outreach in different locations, as described in the Media section of this plan. Members of the public may choose to be put onto a mailing list by submitting information via the project website, so that they can be sent meeting materials in advance, or they may choose to show up at the public meetings to have their information recorded.

Timelines

The public will be involved at several key times during the SWRP development process, whether in key meetings, through interaction with City staff or via the project website. Key meetings will be offered for stakeholders and the public, concurrently. The meetings for the Public are the same meetings planned for Stakeholders.

Key Messages

When reaching out to the public, it was deemed important to use different media, venues, and offer alternate language materials, in order to reach a wider audience. Outreach methods are described in further detail in the Media section of this letter. Key messages to the public focus around the reason for the SWRP, the benefits of involvement, and the methods and timelines for engagement.

Disadvantaged Communities Outreach

Disadvantaged communities (DACs) are identified by the State of California as any community where the median household income is below 80 percent of the statewide median household income. Although outreach to DACs will be accomplished under the public outreach process, a specific effort will be made to identify DACs and ensure opportunities for each to participate in the SWRP. DACs will be identified by the City through outreach to Title 1 schools, and in cooperation with North Sacramento Valley Integrated Regional Water Management Planning outreach efforts. In order to better reach these communities, the City will be providing translation into both Spanish and Hmong, which are the largest populations of non-English-speaking population in the area.

MEDIA

City Website

The City is prepared to create a dedicated webpage for the SWRP Process, which is intended to act as a repository of general information on the SWRP, its purpose and goals, project criteria and contact information. The website address for the SWRP information site will be: http://www.chico.ca.us/building_development_services/sewer/storm_water_management.asp. An email address, swrp@chicoca.gov, has been created to allow input of comments, requests for information, or submission of projects.

Newspapers

Local newspapers covering the Chico area include the Chico Enterprise Record and the Chico News and Review. West Yost will prepare articles for each publication and submit them to the City for review two weeks prior to the deadline for publication. The City will have one week to comment on the substance of the article, and the article will be published one week before the deadline for publication. The City will cover any cost of publication, if the article must be submitted as an advertisement. A file copy will be saved, as a record of publication.

Print advertisements should be simple and direct, emphasizing specific action items and providing the website address, email address, and a phone number to call to obtain information.

Event Outreach

The City plans to attend the Silver Dollar Fair (Fair) and have a booth, where staff will be available to hand out fliers and discuss the project. Fliers are discussed below.

Fliers

Fliers will be designed, and digital files will be provided to the City and TAC members, as needed in several languages, including Spanish and Hmong. Fliers will be placed by City staff at the Public Works counter and Wastewater counter, and will be handed out at the City's outreach booth at the Fair. In addition, TAC members will be asked to provide fliers in other appropriate locations, where their agency typically provides public information.

Other Outreach Methods

Other types of outreach may be performed by the City or members of the TAC, including laying fliers in other locations, radio broadcasting, social media, or advertisements for the web or local television. While additional actions are not part of this outreach plan, they will be encouraged during TAC meetings and any information requested in support of such outreach will be provided.

REQUIRED DISCLOSURE STATEMENT

Funding has been provided in full or in part through an agreement with the SWRCB, using funds from Proposition 1. The contents of this document do not necessarily reflect the views and policies of the foregoing, nor does the mention of trade names or commercial products constitute endorsement or recommendation for use.

This work product is part of Task 6.1.1 of Agreement No. D1612613.

Feel free to contact me at (530) 792-3275 with any questions or comments.

Sincerely,

WEST YOST ASSOCIATES



Millicent Cowley-Crawford
Senior Engineer
RCE #66597

MAC:lh