

APPENDIX 2A

Stakeholder Outreach Plan

Note: Ravinder Jawanda, the State Grant Manager, was not listed as a TAC member in the submittal included in the following Appendix, however, she was an active TAC member throughout the SWRP development and has been acknowledged in the SWRP report.

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October 20, 2017

I. PURPOSE AND BACKGROUND

The Yuba City Basin Storm Water Resource Plan (SWRP) establishes a framework for identifying and prioritizing projects designed to capture, treat, and increase recharge of storm water and dry weather runoff in ways that provide multiple benefits, including water quality improvements and water resource management benefits. Pursuant to Senate Bill 985 (SB 985), a SWRP must be developed in order to receive grant funding for storm water and dry weather runoff capture projects from any voter-approved bond after January 1, 2014, including the Proposition 1 bond act. The SWRP must satisfy requirements in SB 985 and the State Water Resources Control Board's (State Water Board's) SWRP Guidelines¹ to be eligible for such grant funding.

The SWRP Guidelines require stakeholder and public involvement during the development and implementation of the SWRP in order to maximize potential project ideas for storm water projects that incorporate multiple benefits including water quality, water supply augmentation, flood management, environmental, and community enhancement. Establishing an inclusive process that incorporates stakeholder and public input is a critical component of SWRP development and implementation and ensures the long-term success of the integrated regional planning effort.

This Stakeholder Outreach, Education and Engagement Plan (Plan) describes the comprehensive outreach program for engaging stakeholders during the *development* of the SWRP and addressing the following Guideline components:

- Local agencies and nongovernmental organizations were consulted in Plan development [CWC 10565(a)].
- Community participation was provided for in Plan development [CWC 10562(b)(4)].
- Plan includes identification of and coordination with agencies and organizations (including, but not limited to public agencies, nonprofit organizations, and privately owned water utilities) that need to participate and implement their own authorities and mandates in order to address the storm water and dry weather runoff management objectives of the Plan for the targeted watershed.
- Plan includes identification and discussion of public engagement efforts and community participation in Plan development.
- Plan describes public education and public participation opportunities to engage the public when considering major technical and policy issues related to the development and implementation.
- Plan describes mechanisms, processes, and milestones that have been or will be used to facilitate public participation and communication during development and implementation of the Plan.

¹ http://www.waterboards.ca.gov/water_issues/programs/grants_loans/swgp/docs/prop1/swrp_finalguidelines_dec2015.pdf.

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- Plan identifies specific audiences including local ratepayers, developers, locally regulated commercial and industrial stakeholders, nonprofit organizations, and the general public.
- Plan describes strategies to engage disadvantaged and climate vulnerable communities² within the Plan boundaries and ongoing tracking of their involvement in the planning process.
- Plan includes a schedule for initial public engagement and education.

The City of Yuba City (City), with assistance from West Yost Associates (West Yost) and Larry Walker Associates (LWA) (Consultant Team), will facilitate organization, coordination, and collaboration among stakeholders and provide opportunities for public participation and education throughout development of the SWRP. The Consultant Team will conduct outreach efforts to keep stakeholders apprised of development and progress of the SWRP and to solicit input at key points in the process including initiation of the SWRP, identification of project concepts, application of evaluation criteria, prioritized projects, and review of the SWRP.

II. PARTICIPANTS / STAKEHOLDER GROUPS

Key groups identified for participation in the SWRP development process include the Technical Advisory Committee (TAC), Integrated Regional Water Management Plan (IRWMP) members, Stakeholders, the Public, and local Disadvantaged Communities (DACs). Engagement and coordination with each of these participant groups is described in the following sections.

A. TECHNICAL ADVISORY COMMITTEE

A TAC, made up of representatives from local agencies and stakeholders was established to help guide the development of the SWRP. TAC members were recommended by City staff during the initial stages of the SWRP development process, and further refined/clarified during the SWRP kickoff meeting on September 6, 2017. The TAC participants are listed in **Table 1**. This list will continue to be updated as needed.

Table 1. Yuba City Basin SWRP TAC Members

TAC Member	Agency	Representation
Manu Dhaliwal	City of Yuba City	Storm Water Quality
Diana Langley	City of Yuba City	Public Works/Water Supply
Ben Moody	City of Yuba City	Storm Drainage Management
Matthew Langley	City of Yuba City	Parks and Grounds
Diana Langley	City of Yuba City	Water Supply
Nick Ramos	Sutter County	Development Services
Sean Minard	MHM, Inc.	Development Community

² It should be noted that the climate vulnerable areas of the Yuba City Basin, which include areas protected by levees, the southern portion of the watershed, will be addressed as a part of the overall SWRP.

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TAC members will be involved throughout the development of the SWRP through a series of key meetings and routine phone calls designed to solicit input and provide status updates. TAC members will also be tasked with proposing projects, reviewing and commenting on work products, assisting in public engagement, and recommending projects for conceptual design.

Key messages communicated to the TAC include the following:

- Participation in the TAC is optional;
- A commitment to the process over the next year is necessary;
- A representative is 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 subwatersheds and stakeholders. A commitment letter, which identified the responsibilities and expectations, was provided to and signed by each TAC member.

The TAC will meet four times over the next 8-10 months. The anticipated discussion topics, activities, and timing for each of the TAC meeting is listed below (topics, activities, and schedules may be modified, as needed).

[TAC Meeting 1 \(Kickoff\) – September 20, 2017](#)

- TAC member introductions
- Major goals for TAC Kickoff meeting
- What is a SWRP?
- SWRP process overview
- Roles and responsibilities
- Schedule and key milestones
- Discussion topics
 - Adoption of eligibility and feasibility screening criteria
 - Benefit weighting values
 - Water quality/watershed specific issues
 - Initial projects
 - Outreach
- Next steps

[TAC Meeting 2 \(Initial Projects and Eligibility/Feasibility Screening Meeting\) – December 6, 2017](#)

- Review summary from meeting 1
- Adopt State benefit category prioritizations
- Identify initial projects submitted
- Present preliminary eligibility and feasibility screening of submitted initial projects and top 12 projects

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- TAC recommendation for the preliminary initial project list and screening and top 12 projects
- Present Draft Water Quality Compliance Technical Memorandum and multiple benefit technical memoranda

TAC Meeting 3 (SWRP Projects) – April 4, 2018

- Review summary from meeting 2
- Present top 12 SWRP projects: project descriptions, benefit evaluations, and rankings/prioritization
- TAC verification of the final projects rankings/prioritization

TAC Meeting 4 (Project Prioritization) – April 26, 2018 (Tentative)

- Review summary from meeting 3
- Present draft SWRP
- TAC recommendation to adopt the SWRP

Additional TAC Outreach – As Needed

In addition to scheduled TAC meetings, periodic conference calls may be necessary to solicit feedback, clarify details or reach consensus. An extra TAC meeting may be scheduled, if needed, to ensure a comprehensive response to comments to address abundant or significant public input.

B. STAKEHOLDERS

Stakeholders will be involved at several key points during the development of the SWRP including, but not limited to, three scheduled Stakeholder/Public meetings, interaction with City staff, or via the City website. Outreach efforts targeting the stakeholders and interested parties will be ongoing throughout SWRP development and will focus on the following groups, as applicable:

- Watershed/community groups
- Utilities (public and private)
- Regulatory agencies (e.g., Fish and Wildlife, USACE)
- Non-governmental agencies, non-profits
- Special interest groups
- Local ratepayers
- Agricultural organizations
- Developers
- Locally regulated industrial and commercial stakeholders
- Disadvantaged and/or environmental justice groups
- Climate vulnerable communities

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As stakeholders are identified, a list will be compiled and included within the SWRP.

Key messages to Stakeholders/Public include:

- Benefits of involvement;
- Solicitation of projects and data; and
- Communication of timelines and methods for providing feedback.

There is no specific level of commitment required of Stakeholders. The anticipated discussion topics, activities, and timing for each of the public/stakeholder meetings is listed below (topics, activities, and schedules may be modified, as needed).

[Public/Stakeholder Meeting 1 \(SWRP Kickoff Meeting\) – October 25, 2017](#)

- Purpose of the SWRP
- Describe SWRP objectives/goals
- Describe the initial projects submittal form and submittal process
- Describe initial project screening process
- Present initial projects submitted to date
- Discuss known water quality problems and applicable permits
- Request initial projects

[Public/Stakeholder Meeting 2 \(SWRP Projects\) – January 9, 2018](#)

- Present final initial projects eligibility and feasibility screening results
- Ranking of SWRP projects
- One-page descriptions of the twelve SWRP projects
- Present final community-wide values results
- Request comments

[Public/Stakeholder Meeting 3 \(Ranked/Prioritized Projects\) – May 9, 2018](#)

- Present SWRP project descriptions, evaluations, ranking, prioritization and implementation schedule
- Request comments

C. GENERAL PUBLIC

In addition to the defined, identified stakeholders, the general public will be invited to participate in the development of the SWRP through the Public/Stakeholder meetings and a variety of other outreach mechanisms described in the “Media” section of this Plan below. Interested members of the Public can sign up for SWRP announcements and receive meeting materials in advance by providing their contact information on sign-in sheets at Public/Stakeholder meetings.

Key messages to the Public will be the benefits of involvement and communication of timelines and methods for providing feedback. Messaging will take many forms and may be provided in

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additional languages in order to reach a wider audience, as described in the “Media” section below.

D. INTEGRATED REGIONAL WATER MANAGEMENT PLAN

The Yuba City Basin is within the region covered by the Northern Sacramento Valley Integrated Regional Water Management Plan (NSV IRWMP). The six counties of the Northern Sacramento Valley have been working together for over 10 years to lay the foundation for an integrated regional plan to address water-related issues such as economic health and vitality; water supply reliability; flood, stormwater and flood management; water quality improvements; and ecosystem protection and enhancement³. The IRWMP was completed in April 2014. The SWRP Guidelines require that the SWRP be coordinated with and provided to the IRWMP group for potential incorporation into the IRWMP. As such, the Yuba City Basin SWRP will be coordinated, as needed, with the IRWMP TAC and/or Board.

E. DISADVANTAGED COMMUNITIES

Disadvantaged communities are defined in the Proposition 84 IRWM Guidelines (2015)⁴ as “a community with an annual median household income less than 80 percent of the Statewide annual median household income.” The California Department of Water Resources (DWR) developed a web-based application (DAC Mapping Tool)⁵ to assist local agencies and other interested parties in evaluating disadvantaged community (DAC) status based on this definition.

Throughout SWRP development, outreach efforts will target DACs to ensure that they are invited and encouraged to participate in identifying water management issues and solutions. The DAC Mapping tool was used to identify Disadvantaged Community Block Groups, Disadvantaged Community Tracts, and/or Disadvantaged Community Places located within the Yuba City Basin SWRP boundary. The SWRP boundary includes (also see **Attachment A**):

- Severely Disadvantaged and Disadvantaged Community Block Groups; and
- Severely Disadvantaged and Disadvantaged Community Tracts.

Given the spatial coverage of these areas within the boundary area, the general outreach should reach these communities.

³ <http://nsvwaterplan.org/about/>

⁴ http://www.water.ca.gov/irwm/grants/docs/p84_implementation/P84_IRWM_GL_Draft_2015_0312_Public.pdf.

⁵ http://www.water.ca.gov/irwm/grants/resources_dac.cfm.

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III. METHODS OF OUTREACH

A. MEDIA

Outreach conducted through various media will target as wide an audience as possible.

City Website

The City has published and will maintain a website to provide information on upcoming and past meetings, provide updates on SWRP development, and to solicit comments during the 60-day public review of the draft SWRP (www.yubacity.net/stormwater). The webpage will serve as a repository of general information on SWRP development, its purpose and goals, project criteria and contact information. An email address for the key point of contact (Manu Dhaliwal, City of Yuba City) is provided a mechanism for receiving comments and feedback, requests for information, and project submittals.

Local Newspaper

Print advertisements/notices will be published in the Appeal-Democrat, the local newspaper serving Yuba City and Sutter County areas prior to each Public/Stakeholder meeting. Print advertisements will be simple and direct, emphasizing specific action items and providing the SWRP webpage address, email address and a phone number to call for more information. The advertisements/notices will be posted prior to each public/stakeholder meeting.

Flyer

A flyer (similar in nature to the information in the public notices) was created in digital format and distributed to the City and TAC members (**Attachment B**). The flyer will also be made available to the Public at the Development Services and Public Works counters at City Hall. TAC members will be asked to place the flyer in appropriate locations, where their agency typically provides public information. Stakeholders may also be asked to place the flyer at appropriate locations.

Other Outreach Methods

Other types of outreach mechanisms may be used by the City, TAC members or Stakeholder groups, including radio broadcasting, social media or advertisements for the web or local television. While these methods are not part of this outreach plan, use of these outreach methods will be encouraged during TAC meetings.

IV. RECORD OF STAKEHOLDER ENGAGEMENT

A Record of Stakeholder Engagement will be maintained for all public information and outreach activities conducted during SWRP development and through SWRP implementation. The record will include copies of meeting agendas and summaries, meeting sign-in sheets listing attendees, and distributed informational and educational materials.

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V. 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. D1612615.

Attachment A – Maps of Disadvantaged Communities in Yuba City Basin

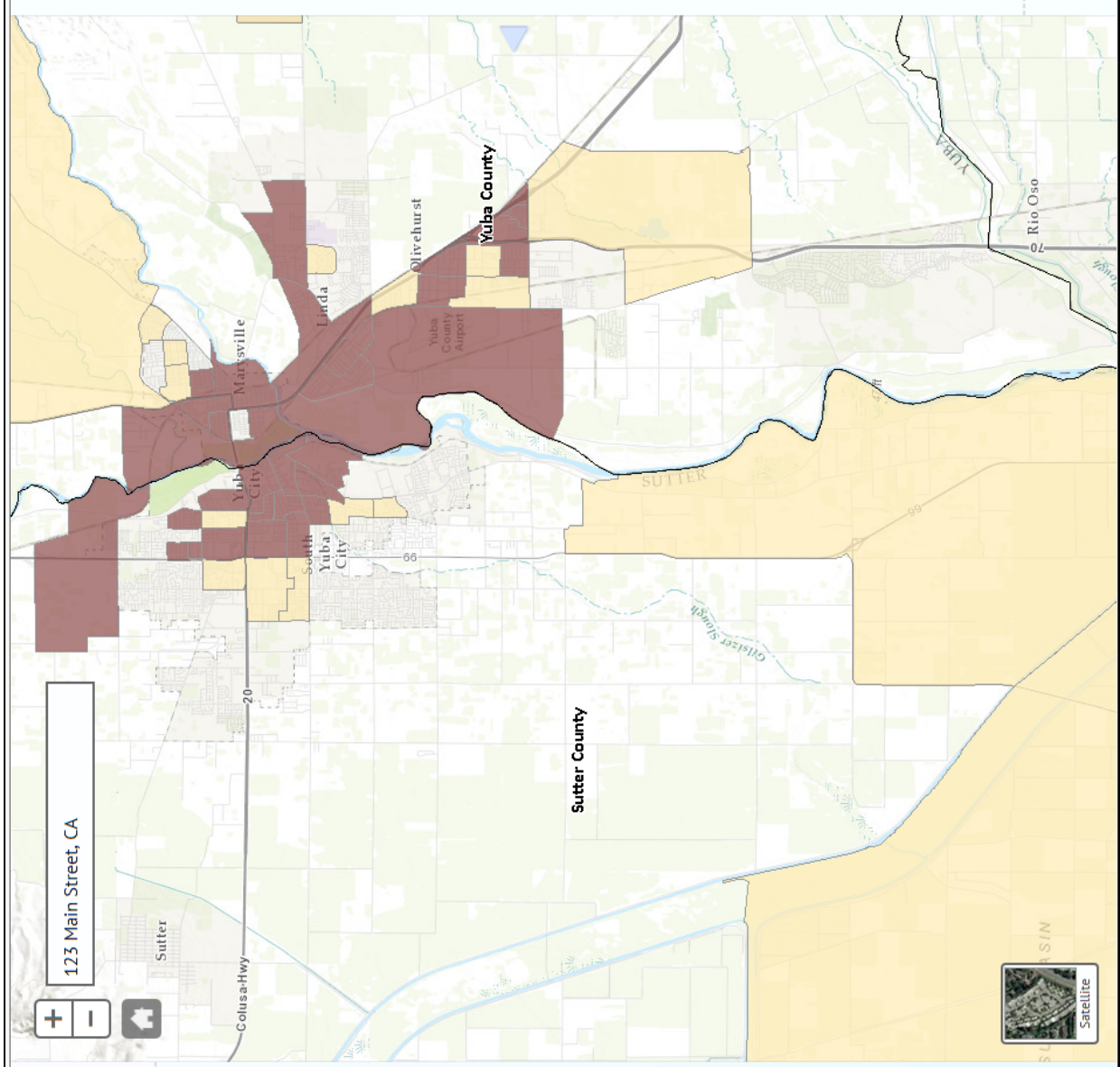
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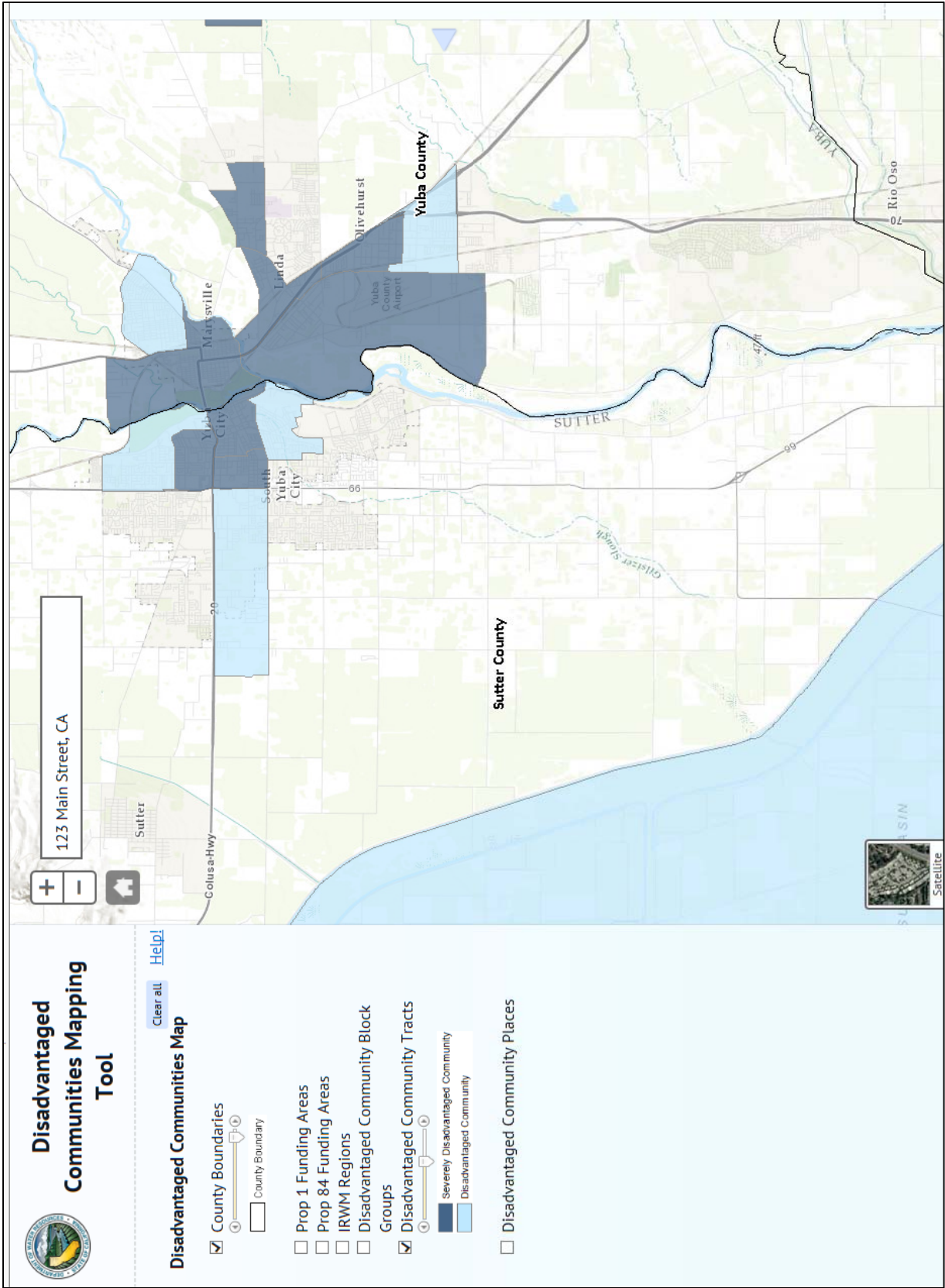
Disadvantaged Communities Mapping Tool

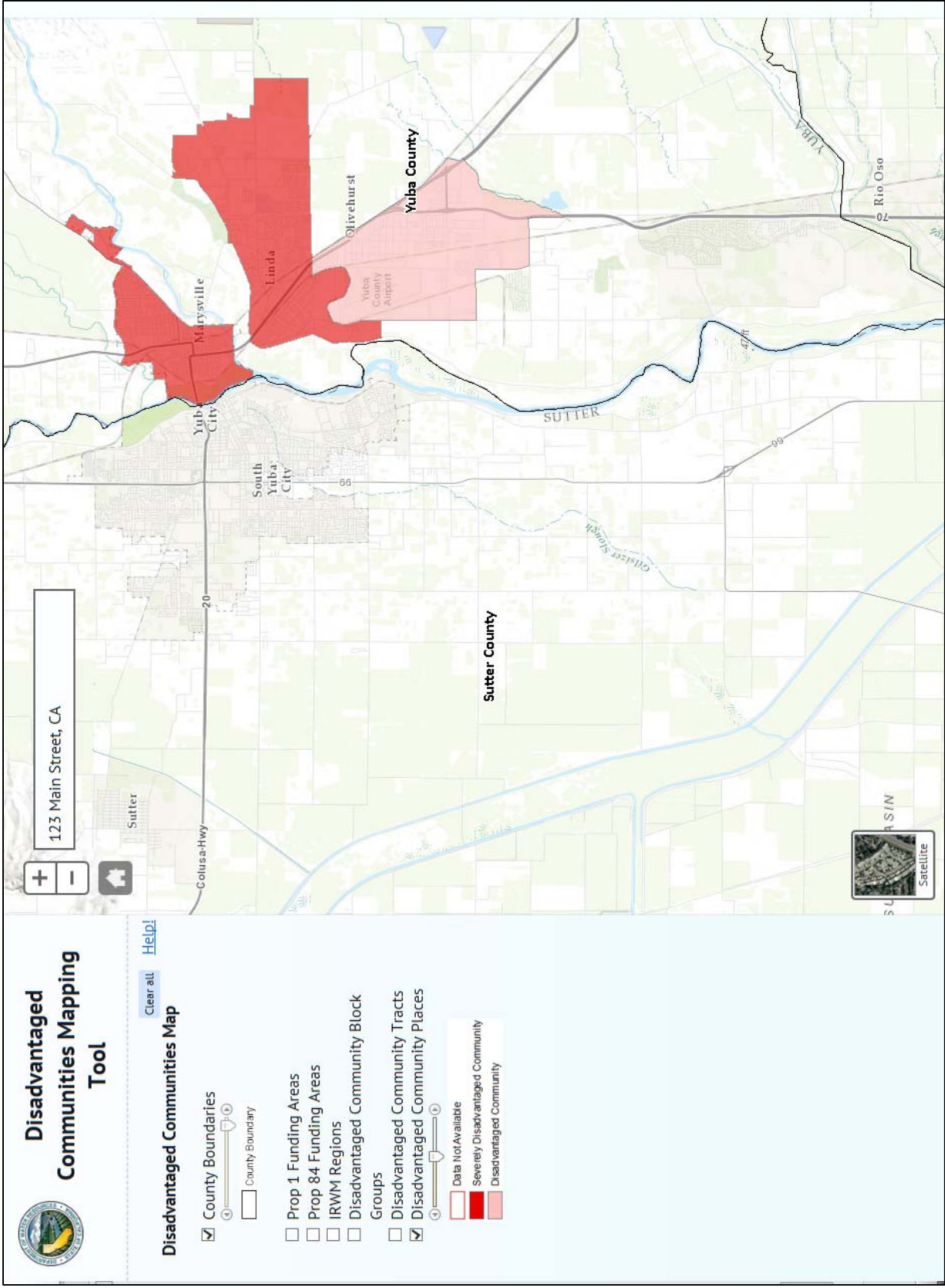
[Clear all](#)
[Help!](#)

Disadvantaged Communities Map

- ☒ County Boundaries
 - ☐ County Boundary
- ☐ Prop 1 Funding Areas
- ☐ Prop 84 Funding Areas
- ☐ IRWM Regions
- ☒ Disadvantaged Community Block Groups
 - ☐ Severely Disadvantaged Community
 - ☐ Disadvantaged Community
- ☐ Disadvantaged Community Tracts
- ☐ Disadvantaged Community Places







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Attachment B – Storm Water Resource Plan General Outreach Flyer

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Yuba City Basin – Storm Water Resource Plan



Public/Stakeholder Meetings:

October 23, 2017, 6:00 p.m.

January 9, 2018, 6:00 p.m.

May 9, 2018, 6:00 p.m.

Meetings will be held at Yuba
City Council Chambers

1201 Civic Center Blvd.,

Yuba City



For more information contact
Manu Dhaliwal at

mdhaliwal@yubacity.net or visit
our Storm Water Management
website:

www.yubacity.net/stormwater

The City of Yuba City is in the process of developing a Storm Water Resource Plan (SWRP) for the Yuba City Basin. The purpose of the SWRP is to identify and prioritize multi-benefit projects to capture and manage storm water and dry weather runoff. The SWRP will be tailored to the specific water quality issues and needs identified within the Basin.

The SWRP is being developed through a collaborative effort involving regulatory agencies, public agencies, water suppliers, business community, agricultural community, and other interested persons.

The public is invited to suggest potential multi-benefit projects. This project identification is critical since the projects will be incorporated into the SWRP and prioritized for future grant funding.



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