

CHAPTER X

STUDY MANAGEMENT AND PUBLIC INVOLVEMENT

This chapter describes the management structure being used for the SLWRI. Also included is a description of the public involvement and stakeholder outreach strategy being followed for the study.

STUDY MANAGEMENT

Reclamation has established a study management structure consisting of a Study Management Team (SMT) and Project Coordination Team (PCT). Following is a summary of the responsibilities for each team:

- **Study Management Team** – The SMT consists of participating agency individuals at the management and/or policy level. Each team member is responsible for ensuring that all PCT members are provided sufficient resources and direction to complete the various tasks assigned. The SMT provides overall guidance for the study, and ensures participating agency views are addressed. The Project Manager participates in the SMT by providing administrative and technical focus information and adequate communication between the two teams.
- **Project Coordination Team** – The PCT consists at minimum, of the Project Manager, an environmental specialist, an archaeologist, public affairs specialist, design engineer, hydrologist, and economist. Representatives on the team from USFWS and NOAA Fisheries are to assist in study coordination. At the PCT meetings, each study component is to be adequately represented by the varied backgrounds of team members. Participation in team meetings is subject to the topic discussed, and additional expertise is included as necessary. The PCT directs work performed by other work groups, coordinates results into the overall study, directs public involvement activities, and coordinates general public input into the study.

Other work groups have been and are being established to assist in accomplishing the study. Technical work groups consist of groups focusing on specific study areas such as designs and costs, environmental studies, plan formulation, and hydrologic and hydraulic modeling. Various stakeholder groups include (1) Area Impact and Restoration Communication (AIR Com), (2) Water Supply and Reliability Communication (WSR Com), and (3) Tribal Communication (Tribal Com). These work groups comprise an appropriate combination of Reclamation and DWR employees and their contractors.

PUBLIC INVOLVEMENT PLAN

The Strategic Agency and Public Involvement Plan (Plan) for the SLWRI has been designed to act as a manual to assist the PCT in effectively communicating with individuals, groups, and agencies that are affected by or could benefit from enlarging or modifying Shasta Dam. It is anticipated that the Plan will be amended as the project evolves.

The Plan provides a system by which the following five objectives are met:

- **Stakeholder Identification** – This effort is ongoing and consists of identifying and qualifying individuals, groups, and other entities that have an expressed or implied interest in enlargement and/or operation modification of Shasta Dam. No individual, group, or entity is to be excluded from the process, which includes complying with Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations.
- **Project Transparency** – Success of the investigation will rely on project transparency, a practice of providing activities and study results to stakeholders in a timely, unbiased fashion. Distributing study information will occur through the media, Web, public meetings, stakeholder meetings, and public presentations, and other means.
- **Issues and Concerns Resolution** – Equally important as project transparency is gaining awareness of the issues and concerns of stakeholders, and establishing a mechanism for the PCT to learn of problems early. Using various public involvement processes, the PCT will address issues and concerns in an effective and timely manner. Priority will be given to finding solutions through consensus with stakeholders.
- **Sponsor Identification** – As a collective effort, the agency and public involvement program builds synergies that contribute to successful completion of the investigation. Through these synergies, potential non-Federal sponsor(s) for implementing enlargement and/or operational modifications of Shasta Dam will emerge. Sponsors may either rise from the stakeholder group, or come by referral within the stakeholder community.
- **Project Implementation** – An implementable project will need to meet primary planning objectives and secondary objectives to the extent possible. The project will also need to address other issues, especially in the Shasta Lake area, and not harm the environment, people, or their property. Accordingly, one goal of the Plan is to build a communication network in which policy-makers understand the project purpose and benefits of the project, and conclude for themselves that the project has met all requirements necessary to be implemented. This will be accomplished through distribution of key information to policy-makers.

The Plan maintains two primary themes: outreach and information. Within these themes will be procedures that enable the overall investigation to satisfy the public involvement requirements of NEPA and CEQA for development of an EIS/EIR. The Plan will also integrate those guidelines and/or requirements outlined under Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations; and the President's April 29, 1994, Memorandum regarding the engagement of Federally recognized tribal governments in the planning and development of projects.

Outreach

Within the Plan are four main outreach elements to assist in coordinating the study efforts. Outreach efforts include (1) public meetings, (2) technical work group communication, (3) tribal communication, and (4) SMT and PCT activities.

- **Public Meetings** – A series of focus group briefings and a public workshop were held in fall of 2003. The purpose of the public meetings was to discuss the study, its objectives, and resources management measures being considered to address the study objectives. A second public workshop is scheduled for summer 2004 to update stakeholders about the study and review the concept plans and initial alternatives described in this report. Future public meetings will be held at important points in the investigation, including (1) initiation of the environmental scoping process, (2) after development of a detailed set of alternative plans, and (3) after completion of the draft integrated feasibility report.
- **Technical Work Group Communication** – Members for the Air Com and the WSR Com Work Groups will be recruited to include people with expertise in water supply and distribution, water marketing and exchange, ecosystem restoration, water policy and legislation, local interests, regional economic impacts, environmental justice, and others to be identified through the public involvement process.
- **Tribal Communication** – Consistent with the President’s April 29, 1994, Memorandum, Reclamation will actively engage Federally recognized tribal governments in planning and development of the Shasta Dam project, and will consult with each tribe on a government-to-government basis, to the greatest extent practicable and to the extent permitted by law, prior to taking actions that would affect such tribal governments. Under Federal Trust responsibility, Reclamation will provide full disclosure (benefits and negative impacts) of the project, allow time for tribal review/consultation, and receive comments and/or alternatives. Public involvement activities for this component will mirror all other activities. Consultation with these tribal interests, however, is the responsibility of Reclamation. Several tribal meetings have been held to date.
- **SMT and PCT Activities** – The SMT is comprised of key policy and decision-makers with direct influence over strategic guidance and Congressional authorization of the study. The SMT is expected to meet at important junctures in the study. The PCT includes the Project Manager and technical experts from various disciplines and organizations. The PCT meets monthly.

Information Dissemination

Study-related information is planned to be disseminated in a number of ways. Following is a summary of each:

- **Project Updates** – A series of project update notices are planned. The timing of each update will be based on key milestones of the investigation and will provide an opportunity for stakeholders to respond to the project team.
- **Project Information Papers** – At least two project information papers are planned, one for summer of 2004 and one for late 2006. The 2004 information paper is designed to report, in part, on initial alternatives being developed. The second information paper will report on details leading up to release of the final feasibility report.
- **Web Site** – A comprehensive project Web site has been created to provide information about stakeholder functions, project information, a project photo tour, project calendar, project

contact database, and stakeholder response forms. The address of the Web site is “www.usbr.gov/mp/slwri.”

- **Media Relations** – Media relations tactics for the study will include news releases, media advisories, calendar advisories, editorial board visits, letters to the editor, and opinions/editorials. The media relations effort will be flexible to ensure prompt responses to comments, questions, or information regarding the program.
- **Speakers Bureau** – Outreach for the study will employ a comprehensive speakers bureau program to present information to affected constituents. Members of the speakers bureau program primarily will include the Project Manager and various PCT members. The program also will serve as an outreach mechanism for gathering comments and responses while communicating information to affected constituents.
- **Information Resources** – Information resources include visual aids (PowerPoint slideshow templates, display boards, maps, charts, etc.), information papers, and related templates. Document templates will outline the specific format for all public documents to be distributed. By using an established template, the Plan will look and feel consistent to the public and have a format that is recognizable at a glance.