

Lake Powell Pipeline

Draft Public Involvement and Outreach Work Plan

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Background and Work Plan Purpose

This public involvement and outreach work plan identifies the goal and objectives for the public involvement and outreach component of the Lake Powell Pipeline Project planning phase. The public involvement and outreach team participated in the initial public participation planning kickoff workshop on March 28 – 30, 2007, as well as a pre-meeting with the management team and project team members from MWH on March 27.

Developing an effective communication program for the Lake Powell Pipeline Project requires a strategic plan to guide the proposed Project through specific public involvement and outreach activities. A strategic plan will improve the overall effectiveness of the Utah Division of Water Resources' communication efforts with the public by coordinating activities with members of the project and management teams. Ultimately, implementation of this strategic communication plan will result in greater public understanding about the purpose and need for the proposed Project, opportunities to establish relationships, and assurances that the DWR receives and understands public comments, including comments from those impacted along the proposed pipeline alignments and those who will receive water or benefit from the project.

The purpose of the public involvement and outreach work plan is to define the public involvement and outreach activities that are recommended to support the planning and environmental study phase of the Federal Energy Regulatory Commission (FERC) Integrated Licensing Process (ILP) phase of project planning. This work plan is focused on achieving the above goal, particularly with respect to providing information about the proposed Project to various publics in Utah and northern Arizona, as well as ensuring they have an opportunity to provide knowledgeable comments about it. The public involvement and outreach team will produce and deliver materials, design and assist with public meetings and open houses, and conduct other public involvement and outreach activities that support the project team's efforts during the planning phase.

Goal

The goal of the public involvement and outreach work plan is to support the planning phase of the proposed Project through the development and implementation of an effective public outreach and involvement program to communicate with the public so they gain greater understanding about the proposed Project, the planning process and ways the public can provide knowledgeable comments to the Division of Water Resources.

Objectives

The public involvement and outreach plan objectives include:

1. Assist the project team to inform the public about the planning process for the proposed

- Project.
2. Maintain an awareness and understanding of the planning progress of the proposed Project among the general public.
 3. Inform and involve the public, agencies and organizations that could be affected by the Project
 4. Establish relationships with interested publics regardless of affiliation.
 5. Provide public involvement support for the planning and environmental studies in the FERC ILP phase of project planning.
 6. Gather, document feedback and/or comments about the proposed Project, and assist in preparing responses.

Scope of Work Elements

Task 4 – Public Involvement and Outreach

The following work task summary is divided into categories that group similar activities together to allow for methodical implementation of the public involvement and outreach work plan.

- Task 4.01 – Public Involvement and Outreach Protocol and Training
- Task 4.02 – Web site and Electronic Communication Tools
- Task 4.03 – Media Outreach and Contacts
- Task 4.04 – Database Development
- Task 4.05 – Informational Materials
- Task 4.06 – Public Meeting Planning and Implementation
- Task 4.07 – Other Public Involvement and Outreach Activities

Subtask 4.01 – Public Involvement and Outreach Protocol and Training

4.01.01 – Review/Revise Protocol

The public involvement and outreach team will review the existing public involvement and outreach protocol to ensure it reflects the needs of the FERC ILP during the planning and environmental phase of the project. Protocols will be revised as necessary and distributed to the project and management team members for review and comment. Protocols will be reviewed at the first training workshop.

4.02 – Develop Key Messages

Develop draft messages that are consistent with the pre-decisional phase of the proposed Project and that provide objective information about it to members of the public. Conduct a message development workshop with representatives of the Division of Water Resources and key members of the project team to review the draft messages and revise them as needed.

4.03 – Spokesperson Training Workshop

Conduct a spokesperson training workshop with members of the management and project teams who will make presentations about the proposed Project at a public meeting, speak to community groups who request a presentation about the proposed Project, or be interviewed by the media. The workshop will include training in delivering key messages either in a public meeting or interview setting, as well as a review of the public involvement and outreach protocol. The entire

project team will use the approved key messages when discussing the proposed Project. Consistency and clarity in the messages is critical to raising awareness and understanding about the proposed Project among various publics.

Subtask 4.02 – Web Site and Electronic Communication Tools

4.02.01 – Content Development, Template Input and Development

Many people (although not all) use the Internet to learn about a topic or communicate with others. Some prefer to receive all their communications electronically. Since MWH and DWR are developing a Project Web site, the project team should identify the information about the proposed Project that will be available to the public. The Web site address should be included on all informational materials, in news releases, and on public meeting or open house invitations or advertisements. Information on the Project Web site that will be helpful to the public includes contact information for project team members, a description of the proposed Project and its purpose and need statement, the schedule and location of any type of public meeting or open house, a map showing the proposed alternative routes for pipelines and locations of pump stations or other facilities, and information about how to provide feedback or comments about the proposed Project, including the deadline for all comments to be received. It will also be important to ensure members of the public can e-mail the project manager or otherwise ask for information electronically.

Subtask 4.03 – Media Outreach and Contacts

4.03.01 – Conduct Media Training

The spokesperson training referenced in task 1, section 1.3, will include message training to prepare those project or management team members who will be spokespersons for the proposed Project to make presentations or be interviewed by a media representative. Refresher workshops should be conducted throughout the planning and environmental phase prior to milestones in the process. This will ensure that spokespersons are well prepared to provide information about the proposed Project and messages are revised to reflect the Project progress. The training will provide an opportunity for each spokesperson to practice delivering key messages and answering questions about the proposed Project either in print or electronic media.

4.03.02 – Database Development

Develop a database of media contacts to include print, broadcast and electronic media (see section 4.1 below). This database will include local, regional, state and national media outlets.

4.03.03 – Media Briefings

Meetings with representatives of key print or electronic media will be scheduled at key Project milestones, such as announcements of scoping meetings or release of the draft environmental document. These meetings may include reporters who cover water issues, which will also provide an opportunity to brief the reporter. Any stories about the proposed Project that appear in print or on broadcast media will help provide updated information about it to a wider audience. The media briefings will involve members of DWR and the management team.

4.03.04 – News Releases

Develop and distribute news releases to print and electronic media as the planning phase progresses. Releases will announce public meetings, informational open houses, scoping meetings or other opportunities for the public to learn more about the Project. News releases alone, however, will not result in media coverage that will help disseminate information about the proposed Project and raise awareness among members of the public. To overcome this situation, the public involvement and outreach team will prepare media advisories and respond to telephone calls from reporters who cover Utah water issues, as well as remind reporters about meetings and provide additional information to them if needed. In addition, it will be necessary to place advertisements about certain public meetings in local papers and post them at other critical locations to make sure that all the public involvement and outreach notification requirements have been met.

4.03.05 – Media Information Kits

Since some members of the public may get their information about the proposed Project from a print or broadcast story, it is important the information presented be accurate. Providing a media information kit containing written information and maps or photographs about the proposed Project will help ensure that reporters have accurate information.

4.03.06 – Media Tours

The public involvement and outreach team will work with the project and management teams to identify times when it would be beneficial to take a reporter or several reporters on a tour that would allow them to visit the proposed Project route(s) or key features. These hands-on experiences can better inform reporters about the proposed Project so they can more accurately convey information to the public.

4.03.07 – Review Media Coverage

Review print and broadcast stories about the proposed Project in order to assess the impact of the stories on public involvement and outreach efforts and ensure that accurate and timely information is being included in media coverage. If it is necessary to correct misinformation, the public involvement and outreach team will work with the project and management teams to accomplish this.

Subtask 4.04 – Database Development

4.04.01 – Develop a Database Distribution List

Members of the public must be made aware of the proposed Project and be able to make knowledgeable comments about it. A database distribution list is a critical element in the information dissemination and feedback process for the ILP. The public involvement and outreach team will identify publics who may be interested in the proposed Project or impacted directly by it. This database will be compiled from a number of sources including obtaining existing distribution lists held by DWR or other members of the project or management teams, obtaining lists from other state and federal agencies, purchasing lists from a mail house, adding names of individuals that attend meetings or open houses, obtaining mailing list information from groups that request a presentation about the proposed Project, and other methods. The

database will include names, addresses, phone numbers and e-mail addresses and will be updated throughout the planning and environmental phase. Among the publics that will be included are:

- Governmental agencies, including local, regional, state and federal elected officials, departments and agencies
- Native American tribes
- Interest groups
 - Business organizations
 - Environmental groups
 - Farmers and ranchers
 - Tourism groups
 - Civic and service groups and organizations
 - Outdoor enthusiasts/recreational users
 - Planning groups such as Envision Dixie
- Members of the public, including those who may be impacted by a proposed pipeline alignment or other facility and those that would benefit from receiving the water
- Interested parties who attend public meetings, open houses or request information about the proposed Project
- Media
 - National print publications
 - Local television news
 - Local print publications
 - Local radio stations
 - Niche publications
 - Bloggers (national, regional and local)

Subtask 4.05 – Informational Materials

4.05.01 – Informational Materials

Informational materials about the proposed Project will be developed for use at public meetings, open houses and other venues. These may include fact sheets on such topics as descriptions of the proposed Project purpose and need, how to provide feedback and comments, a description of proposed pipeline alignments or similar topics as needed to raise awareness about the proposed Project. “Frequently Asked Questions” fact sheets are also helpful to convey accurate information. All informational materials will provide objective, general information about the proposed Project, reflect the key messages, and be written for the layperson.

4.05.02 – Project Video/DVD

A video or DVD is a visual tool that can be easily understood by members of the public at any level. As such, it will help raise awareness about the proposed Project and its purpose and need. The video/DVD will provide objective, general information describing the proposed Project and associated pipelines, pump stations, reservoirs and facilities so that any interested member of the public can see what the project and management teams are studying. It can be used before a presentation, at the beginning of a meeting, and during public open houses to help the public learn more about the proposed Project and help assure consistent Project descriptions and messages are being conveyed.

4.05.03 – Quarterly Updates

To ensure that interested publics receive accurate and timely information about the proposed Project, quarterly updates will be produced and distributed to individuals and organizations on the database mailing list. In addition, copies should be available in community libraries, DWR offices, elected officials offices, and state and federal agency offices. A newsletter format will be used for the quarterly updates and include a mail-back section so that interested parties can provide comments or request additional information.

4.05.04 – Meeting Announcements

As scoping or other public meetings are scheduled, it will be important to distribute meeting invitations, flyers or announcements to those on the mailing list database and through local, regional, state and federal agency offices. It is also desirable to place display advertisements in print publications read in towns where scoping or other public meetings or open houses will be held. All meeting announcements should also be placed on the Project Web site.

4.05.05 – Meeting Agendas, Sign-In Sheets, Comment Forms and Summaries

The public involvement and outreach team will develop meeting agendas for each public meeting or open house, and these will be distributed at the sign-in table. All meeting agendas should be placed on the project Web site as well. The sign-in sheets will be used to update the mailing list database. Some meeting participants may not want to make comments orally, so all meetings should include forms that individuals can use to provide written comments. The public involvement and outreach team will prepare a summary of comments at each public meeting. If the meeting is a formal one where a court reporter is present, a transcription of oral comments will be provided.

4.05.06 – Informational Poster Boards

The open houses scheduled during the Project will be key opportunities to provide information to those in attendance. As such, easy-to-understand informational posters, graphs, charts and photographs to support the information stations at open houses or public meetings will be designed and produced.

4.05.07 – Standard Presentation

From time to time, a particular interest group or community organization may request a presentation about the proposed Project from a member of the project or management teams. Speaker training will be included in the training workshop (see section 1.3). A standard presentation will be developed in PowerPoint format with speaking points included. However, since some groups will not have the capacity to use the PowerPoint presentation or the video/DVD, the speaking points can be used as a stand-alone or with the informational poster boards to make a brief Project presentation.

Subtask 4.06 – Public Meeting Planning and Implementation

4.06.01 – Public Meeting Planning and Implementation

The public involvement and outreach team will work with the project and management teams to identify the scope, schedule and location of public meetings appropriate to the planning and

environmental phase of the proposed Project. This will involve clearly identifying the objectives for each meeting. The public involvement and outreach team will then design the appropriate type of meeting that will accomplish the objectives of the project and management teams and manage each meeting. Meeting management will include pre- and post-meeting logistics and, in some cases, meeting moderation or facilitation. Up to two staff specialists will be available at each public meeting to provide logistical support and take notes or otherwise document the comments and feedback received at the meeting. A court reporter will be engaged, if appropriate, to ensure a verbatim meeting transcript is provided. The public involvement and outreach team will schedule a pre-meeting dry run and debrief meeting with project team members who will make presentations or staff open house stations. Dry runs will occur at least one day prior to a scheduled public meeting or open house, and debrief meetings will follow each of the public meetings/open houses.

Subtask 4.07 – Other Public Involvement and Outreach Activities

4.07.01 – Public and Scoping Meetings, Open Houses

The public involvement and outreach team will organize open houses and public or scoping meetings that will provide a venue for presenting information to the general public and creating a dialogue between the project team and the public. Face-to-face dialogue is a dynamic component of effective public involvement and outreach. It can help inform members of the public about the Project as well as allow members of the project team to learn more about issues and concerns of the public, or even find and establish common ground.

The first series of meetings will provide information about the proposed Project and the process that will be followed to update the public, elected officials, the media and other audiences. Each meeting should include an informational open house prior to a presentation or comment period to give interested parties a chance to meet one-on-one with project team members and get answers to specific questions. Scoping meetings will also incorporate an informational open house, but will include a formal comment period with oral comments recorded and later transcribed by a court reporter. Once the draft environmental document has been released, formal meetings will be scheduled to take comments on the document.

4.07.02 – Additional FERC and State/Federal Licensing Meetings

If there are additional scoping or related meetings required by FERC, DWR and FERC will schedule these in consultation with the project team.

4.07.03 – Meetings with Agencies and the Public: *Preliminary List*

During the Project Kickoff Meeting and Workshop, the public involvement and outreach team identified a preliminary list of open house and public participation meeting needs with various members of the project and management teams. The following table identifies the topic of the proposed meetings, as well as meeting locations and tentative dates.

<i>Meeting Topic</i>	<i>Number of Meetings/Location</i>	<i>Tentative Dates</i>
Scoping	1. St. George/Cedar City 2. Hurricane	90 days after Pre-Application Document filed

	3. Kenab/Fredonia 4. Big Water/Page 5. Colorado City	
Study plan	Same as above	105 days after scoping meetings (assumes there is not a need for Scoping Document 2)
Preliminary licensing proposal	Same as above	Twelve months after study plan meetings (assumes no dispute resolution process and only one season of studies) – these meetings are to inform interested parties of the study progress and let them know what is in the PLP.

4.07.04 – Other Outreach Activities as Needed

As the planning and environmental phase progresses, there may be other outreach needs that arise. The public involvement and outreach team will evaluate activities as they are implemented to ensure the activities meet the needs of the project and management teams and accomplish the public involvement and outreach goal and objectives. Mid-course corrections will be made as necessary and additional outreach activities might be recommended and implemented.