

COMMUNICATION AND OUTREACH PLAN

SOUTHERN SIERRA REGIONAL WATER MANAGEMENT GROUP AND IRWMP

Southern Sierra Regional Water Management Group and Bobby Kamansky, Kamansky's
Ecological Consulting
5/30/2018



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I. Purpose and Overview

- » This plan serves as a guide for the public communication and outreach activities of the Southern Sierra Regional Water Management Group (RWMG).
- » The goals of the plan are to:
 - 1) ensure that interested parties (e.g., members of the public, non-government organizations, and public agencies), and residents in the participating counties are well-informed of the deliberations and activities of the RWMG and the development of the Southern Sierra Integrated Regional Water Management Plan (IRWMP), and;
 - 2) encourage participation in the RWMG and IRWMP process from interested parties and residents
- » Foundational elements of this plan include objectives and principles, audiences and potential partners, and messages. A series of communication and outreach strategies follow. The last element is an evaluation of plan implementation. An appendix lists names of potential partner agencies and organizations.

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II. Objectives and Principles

1. SSRWGM Communication/Outreach Plan Objectives:

- » Ensure that interested parties and residents of participating counties are aware of the work, schedule, progress, and programs of the RWMG;
- » Ensure that interested parties and residents have opportunities to provide input to the RWMG's process and programs;
- » Support and engage disadvantaged communities and tribes, two of the highest priority stakeholders in the Region
- » Build the RWMG's network, solicit greater feedback and participation in planning, project development and implementation process;
- » Communicate successes and goals to stakeholders, the general public, and funders;
- » Showcase the beauty and diversity of the region.

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2. Principles

- » The RWMG will proactively develop and nurture relationships with new and existing partners by conducting outreach and education activities (see Strategies in Section V);
- » The RWMG will partner with interested parties to leverage existing networks and outreach efforts, in an effort to stretch resources;
- » The RWMG will make information and materials (e.g. meeting agendas, materials, requests for proposals, other action items) available to stakeholders and the general public on a timely basis to provide ample time to consider information and, as appropriate, provide input and participate;

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- » The RWMG will employ consistent messaging in its outreach efforts, guided by the group’s mission to provide a forum to discuss, plan and implement creative, collaborative, regional, integrated water/natural resource/watershed management actions that enhance the natural resources and human communities of the Southern Sierra Region.
- » The RWMG strives to include participation from the Region’s many diverse geographical and interest-based audiences and may apply different communication strategies to target different groups in an effort to attract participation representative of the Region’s diversity, e.g. land managers/owners, water management entities, non-profits, RCDs, PUDs.
- » The RWMG plans to keep pace with the rapid evolution of information distribution, particularly through online outlets and social media.

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III. Audiences and Partners

Water resource issues affect the entire population in a region. Some of the many diverse, geographical and interest-based audiences in the Region include:

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- » Disadvantaged communities;
- » Landowners;
- » Farmers and growers;
- » Environmental groups;
- » Recreational users;
- » California Native American Tribes;
- » Developers;
- » Community organizations;
- » Public agencies;
- » Elected officials.

The RWMG began developing lists of specific groups, organizations, and agencies to participate in an integrative regional management effort in 2008, and continues to seek ways to expand the collaborative network. See Appendix 1, for groups contacted to participate between 2008 and 2013.

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The RWMG’s outreach and communication strategies have been successful, to date, in building a good core of partners and participants. These partnerships are critical to maximizing the efficiency and effectiveness of ongoing communication and outreach efforts aimed at expanding the group’s network of participants. Additional partners will be solicited as activities are developed.



IV. Messages

1. Universal Messages: The SSRWMG will widely distribute the following key messages across many communication outlets and to broad audiences

- A. The Southern Sierra is an important source of clean water for the San Joaquin Valley’s communities, agriculture and environment. The Region supplies water for abundant recreational opportunities, scenic beauty, irrigation for hundreds of thousands of the nation’s riches farmlands, habitat for plants and animals, drinking water, and groundwater replenishment.
- B. The SSIRWMP and the SSRWMG represent a unique opportunity to protect and conserve this unique Region’s resources with science-based, integrated regional water management;
- C. The SSRWMG utilizes a consensus-based process to address regionally significant issues;
- D. By collaborating as a group, we can develop solutions to issues and challenges that protect and improve the Region, as a whole. Working together, the group can achieve more than the sum of contributions from its individual participants;
- E. The group seeks solutions through project planning and development, attracting grant funds, and implementing projects that contribute to the Region’s sustainability. The group aims to increase the Region’s capacity to respond positively to social, economic and environmental challenges, and ultimately, reduce and prevent the need for reactive problem-solving.
- F. The RWMG aims to enhance the environment’s ability to naturally provide services that benefit humans and the natural world. These processes and resources are called “ecosystem services,” and extremely important to the RWMG’s goals and work.

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2. Messages for Specific Objectives or Projects

Examples of messages or methods for specific projects or objectives:

- 1. Objective: Rolling out the IRWMP (draft publication in July 2013, follow-up publication in October, 2014):
 - a. The RWMG issued a press release about the intent to prepare the IRWMP. In addition to many messages, already stated above, the release provided the following information:
 - 1. Contact information to get involved and/or ask questions;
 - 2. Number of participants and members;
 - 3. Upcoming meeting date, time, and location;

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4. Statement that a notice of intent to prepare and notice of intent to adopt the IRWMP will be made public once the IRWMP is completed.

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b. The RWMG published formal notices in regional/local press in 2014 and 2018 before and during the preparation of the IRWMP and near the completion, for adoption.

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2. Objective: Announce project implementation solicitation to potential project proponents:

a. The RWMG distributes solicitation via email with attachments to members and stakeholders, and references website materials, which are also published to provide additional information to the RWMG. In addition to key message identified above, other information accompanying project solicitations/announcements include:

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1. Description of the IRWMP process;
2. A template/model for grantee/project proponents and grant writing examples for the implementation program;
3. Description of the benefits of supporting or being involved in the process.

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These materials are available on the website, www.southernsierrarwmg.org.

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3. Special Messages

1. Special Message for potential RWMG members/MOU signatories:

a. Signing the SSRWVG Memorandum of Understanding has attractive benefits:

1. Decision-making in the RWMG;
2. Help to decide regional priorities;
3. Ability to submit project for implementation funding;
4. Project integration and development to make them more competitive.

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V. Communication and Outreach Strategies

This section identifies communication and outreach strategies. Each strategy includes information on supporting materials, audiences that would benefit, next steps and a timeline of when strategies would be implemented, and constraints that will need to be managed.

1. SSRWVG website (www.southernsierrarwmg.org): clearinghouse for all information and materials associated with RWMG meetings, information, education, and any other communication and outreach efforts/needs.



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Materials and Media: Develop a complete, user-friendly, and aesthetically appealing website that hosts all past and upcoming meeting materials, other documents and information, [videos](#), [scientific publications](#), maps, projects, member information, contact information, and more.

Special Target Audiences: All — General public, [Disadvantaged Communities](#), [tribal entities](#); stakeholders, future members/stakeholders.

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Next Steps & Timelines: The first version of the website was established in 2008, as part of the Sequoia Riverlands Trust website. However, in May of 2014, the RWMG launched an independent website, www.southernsierrarwmg.org, which contains even more resources and a more user-friendly format.

Constraints: Management of documents and designation of individual to keep the website current.

Lead: [Kamansky's Ecological Consulting](#)

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Potential partners: [Kamansky's Ecological Consulting](#), [Tulare Basin Wildlife Partners](#), Sequoia Riverlands Trust, Provost and Pritchard Consulting Group

2. Email correspondence: Develop and maintain an email distribution list for all interested parties; this comprehensive list would also have a segmented list of only those parties who have expressed interest in partnering.

Materials and Media: Email and address data management software; existing news, promotional, and educational materials (see below).

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Special Target Audiences: Individual interested parties [and agencies](#).

Next Steps & Timelines: Differentiate the existing list into RWMG members and interested parties.

Constraints: Maintaining up-to-date entries in contact database.

Lead: Facilitator, [or Stakeholder Coordinator](#).

Potential partners: Facilitator and/or Grantee Project Manager, [implementation partners](#).

3. Press relations: Proactively develop and regularly utilize relationships with key press and media outlets for the purpose of sharing news and information.

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Materials and Media: Joint statements developed by the SSRIWMP, telephone calls, emails, [written articles](#).

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Special Target Audiences: Utilizing the press to reach county residents as a whole.

Next Steps & Timelines: RWMG members identified and established relationships with major press and media outlets during the summer of 2014. This strategy will be utilized as needed to publish articles, release key information, draw attention to specific topics or issues, funding, research or other RWMG programs.

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Constraints: Inability to control final products, need to adhere to RWMG Media Protocol, designating someone to write press releases.

Lead: Communication/Outreach Work Group

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Potential partners: RWMG

An Outreach Workgroup assisted with outreach, media and external relations with major DAC funding efforts under Proposition 1 during the IRWMP-update process, 2017-18.

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4. **Outreach materials:** Develop a standardized series of general promotional and outreach materials, as well as activity-specific and topic-specific materials as needed.

Materials and Media: Trifold and booklet brochures, FAQs, annual newsletter (electronic and hard copy) project development handouts, videos and articles posted to website and social media.

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Special Target Audiences: Stakeholders, audiences who may be directly impacted by RWMG activities, new members/partners/stakeholders, social media and website audiences.

Next Steps & Timelines: Developed general promotional material during summer of 2012. Refinements will be made as needed over time; developed activity- and topic-specific materials in coordination with the RWMG's work plan, see topic and programs specific materials in appendix and on website.

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Constraints: Need for subject matter expertise, cost of paying for designed materials, cost of printing.

Lead: Grantee and/or Communication Work Group

Potential partners: Local media, UC Merced, social media platforms.

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5. **Networking:** RWMG members will periodically (e.g., twice a year) brief the geographical or interest-based groups that they serve on, participate in, or recommend, as applicable.

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Materials and Media: Standard promotional materials; short PowerPoint presentation with talking points about work plan, progress, and milestones; website, FAQs.

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Special Target Audiences: Constituencies represented in the SSIRWMP, regional and sub-regional groups, community-based groups, potential signatories to the MOU.

Next Steps & Timelines: identify initial dates for briefings, prepare materials, develop a priority list for briefings.

Priority list for briefings in 2018-2019 (in order of priority):

1. Disadvantaged Communities - see entities and materials, below;
2. Tribes - Tule River Tribal Council outreach, Big Sandy Rancheria water supply, Cold Springs water supply projects;
3. Counties - Tulare and Fresno;
4. Federal Agencies - Regular briefings (bi-annually or quarterly);
5. Non-governmental Organizations - Regular briefings (bi-annually or quarterly);

Previous Constraints: Need for consistent messaging and characterization of the RWMG's activities, outreach materials. This was addressed through the planning process, developing the outreach materials and the social media-website integration.

Lead: Communication Work Group and all RWMG members.

Potential partners: Organizations in which RWMG members participate.

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Deleted: held tribal briefing during Sierra Tribal Forum in August, 2013. Sequoia Tribal Forum will be held in August, 2014 and December, 2014

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6. Communication to elected officials: RWMG members conduct an annual round of briefings for elected officials and agency executive officers.

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Materials and Media: Standard promotional materials, invitation and briefing papers.

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Special Target Audiences: State legislative representatives, county supervisors, mayors and councilmembers, federal and state agency executive officers.

Next Steps & Timelines: Develop talking points and memo for invitation to participate or sign MOU, identify appropriate period for briefings and schedule well in advance, identify appropriate briefing format and appropriate group to conduct briefings, develop needed promotional materials and priority list for briefings.

Constraints: Limited availability of elected officials and agency executive officers.

Lead: Communication Work Group and then all RWMG members.

Potential partners: None.

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7. **Events:** The RWMG hosts and participates in public workshops or other public events to support the kickoff of the planning process, project development workshops, and the rollout of key deliverables.

Materials: Special announcements; materials to support the event activities.

Special Target Audiences: General public, disadvantaged communities.

Next Steps & Timelines: The RWMG created materials for the October 11, 2012 public kickoff event; briefings and the 2014 Climate Change Workshop.

Constraints: Need for advance scheduling and publicity to ensure turnout, significant logistical and administrative work, and associated costs.

Potential partners: Local organizations, UC Merced, tribes, communities.

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8. **Social media:** Distribute news, educational materials, meeting, event, Region, IRWMP-update, website links, and information via Facebook, Twitter, and/or LinkedIn

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Materials: Set up SSRWMG accounts for Facebook, Twitter, and/or LinkedIn; develop posts.

Special Target Audiences: General public, stakeholders, future members/stakeholders.

Next Steps & Timelines: Facebook account is established and RWMG will begin adding posts in July 2014. Will explore Twitter and LinkedIn potential in summer 2014.

Constraints: Keeping a consistent, current, and relevant flow of content; leadership.

Potential partners: UC Merced, Tulare Basin Wildlife Partners,

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VI. Evaluation

As part of its normal business, the RWMG will evaluate the effectiveness of its communication and outreach efforts on an annual basis, and revise this plan accordingly.

Evaluation Keys:

- A. Check in on progress being made toward objectives, and identify and address obstacles to achievement of the objectives;
- B. Evaluation must be based on measurable progress towards objectives or tasks that have been identified.

The following metrics are offered to track progress toward reaching objectives:

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- a. Number of stakeholders on the email list;
- b. Website traffic;
- c. Feedback from the process;
- d. Meeting participation;
- e. Media interactions: number of stories and articles published in various media outlets;
- f. Number of collaborative, inter-regional projects.

Evaluation Results - 2018

Please see annual reports on the website for specific IRWMP monitoring and metrics tracking.

Evaluation Keys:

- A. Check in on progress being made toward objectives, and identify and address obstacles to achievement of the objectives;
- B. Evaluation must be based on measurable progress towards objectives or tasks that have been identified.

Objectives:

- 1. Ensure that interested parties and residents of participating counties are aware of the work, schedule, progress, and programs of the RWMG;
- 2. Ensure that interested parties and residents have opportunities to provide input to the RWMG's process and programs;
- 3. Support and engage disadvantaged communities and tribes, two of the highest priority stakeholders in the Region
- 4. Build the RWMG's network, solicit greater feedback and participation in planning, project development and implementation process;
- 5. Communicate successes and goals to stakeholders, the general public, and funders;
- 6. Showcase the beauty and diversity of the region.

Metric Results:

- a. Number of stakeholders on the email list - 106;
- b. Website traffic – approximately 500 page views and 150 unique website visits each week;
- c. Feedback from the process – we have received positive feedback regarding the need for continued efforts and financial assistance;
- d. Meeting participation – meeting participation is steady, ranging from 10-18 participants at RWMG meetings;

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- e. Media interactions: number of stories and articles published in various media outlets – two articles have been published in local/regional news outlets, partners have published two articles on the SSWMG Region;
- f. Number of collaborative, inter-regional projects – the RWMG has compiled a list of six project types which are common in the San Joaquin River Watershed (across both Madera and SSRWMG regions):
 - a. Septic system maintenance and water treatment;
 - b. Wildfire risk reduction;
 - c. Water supply/drought;
 - d. Fisheries improvement/access;
 - e. Water quality improvement;
 - f. Floods.

Therefore, while conceptually thus far, the RWMG has initiated a process to determine which specific projects cross the Madera-SSRWMG boundaries and are interregional. The most promising are water supply studies through partnerships with UC Merced and septic/water treatment systems in communities.

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Appendix 1: Potential Audiences and Partners

Audiences:

- A. State Agencies
 - a. California Department of Water Resources
 - b. California Department of Fish and Wildlife
 - c. Regional Water Quality Control Board
 - d. State Department of Public Health

- B. Federal Agencies
 - a. Sequoia National Forest and Sequoia and Kings Canyon National Parks
 - b. Bureau of Land Management
 - c. Army Corps of Engineers
 - d. Bureau of Reclamation
 - e. US Fish and Wildlife Service

C. Sovereign Nations

D. General Public

E. Communities and NGOs

F. Local and regional media

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Partners:

- A. RWMG;
- B. California Department of Water Resources;
- C. Provost and Pritchard Consulting Group;
- D. Sierra Nevada Alliance;
- E. Sierra Nevada Conservancy;
- F. Tulare County;
- G. Fresno County;
- H. Sequoia National Forest;
- I. Sierra National Forest;
- L. Springville Public Utility District.

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Appendix 2: Potential Press and Media Partners

A. Newspapers

a. The Porterville Recorder,

Judy Hall, Ad-Visor
(559) 784-5000 Ext. 1031
jhall@portervillerecorder.com
Donna Copeland, Ad-Visor
(559) 784-5000 Ext. 1030
dcopeland@portervillerecorder.com

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b. Upper Tule River Association Newsletter

c. Springville Chamber of Commerce Newsletter
chamber@springville.ca.us

d. Kaweah Commonwealth
The Kaweah Commonwealth
P.O. Box 806
Three Rivers, CA 93271
(559) 561-3627

e. Visalia Times-Delta
P. O. Box 31
330 N. West Street
Visalia, California 93279
(559) 735-3200

f. Mountain Press
Auberry (no longer in press)

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g. Fresno Bee
1626 E Street
Fresno, CA 93786
(559) 441-6111

h. Business Journal

P.O. Box 126
Fresno, Ca 93707

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B. Radio Stations

- a. KTIP
- b. Valley Public Radio

Appendix 3: Disadvantaged Community and Tribal Outreach and Feedback Strategy

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Approximately 50% of the population in the Southern Sierra Region qualifies as Disadvantaged Communities or Economically Distressed Areas. Consequently, assisting DACs has always been a primary goal of the RWMG. These efforts will be further expanded in the updated 2018 IRWMP Chapter on Disadvantaged Communities (described below), and outreach to DACs described later.

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The new DAC chapter will include the following:

- Definition of DACs and EDAs;
- Physical location of DACs and EDAs in the region;
- Social and cultural makeup of the region including demographics, income distributions, and other relevant social and geographic data;
- Environmental justice concerns;
- Long-Term Outreach Plan including protocols, goals, practical factors (such as lack of internet access or transportation to attend meetings), outreach methods, metrics for success, and Non-Governmental Organizations that assist DACs (this document is the long-term outreach plan);
- Problems and priorities in DACs and EDAs.

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Because of the nature of the Region and the data collection methods, census, income and population data is difficult to integrate into the Region's geographic boundaries and there are therefore several methods for acquiring and analyzing the data. The primary data sources for the DAC determination were the Disadvantaged Community Place, Tract and Block Group shapefiles downloaded from the Disadvantaged Communities Mapping Tool established by DWR (used for the RWMG DWR proposal in 2016). Similarly, the DWR EDA Mapping Tool web page was used to indicate which block groups were considered Economically Distressed. The RWMG and consultants confirmed that the newly identified EDA communities met the combinations of criteria for income, total population, and unemployment (EDD). Geographic areas were included in our counts if they met either the DAC or EDA criteria. DACs identified at the block group, tract and place levels were all combined as they did not overlap geographically (preventing double counting). Finally, the population estimates for DACs/EDAs were compared to those for the entire SSIRWMP boundary to obtain a percentage of approximately 50%.

Some large areas in the region (white areas in the map in Figure 1) are not classified as DACs or EDAs, but these are primarily National Park and National Forest lands that have very low population density or no permanent residents.

The DACs and EDAs cover areas with a total population of 16,084. This represents 50.2% of the permanent regional population of 32,040. These areas will be targets in outreach efforts as part of the Planning Grant and after planning is complete. The Region has a

DAC and Tribal Outreach Strategy

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This section identifies the communities in the Region which are priorities for outreach and engagement and prescribes actions based on overall and specific outreach strategies. The overall goal is to identify all possible communities, and contact points, including those communities adjacent or on the regional boundary. Once these communities are identified with appropriate contacts, materials are regularly sent to stakeholders, the materials relate to meetings, programs, projects or funding and are posted and linked/cross-linked to website and also cross-referenced and linked via social media. Then, social media visits, views and website visits and views can be tracked. Meeting participation, briefings and other items are also utilized to track responses, engagement and refine future actions.

Direct engagement is very important in the Region. Direct engagement in the many locations in remote areas (see figures 2, 3) in the Region includes:

1. Flyers, materials and articles posted and written in relevant communities;
2. Presentations and discussions at chambers of commerce mixers, community events and town halls;
3. Incidental contacts and discussions in communities;
4. Discussions with landowners and agencies;
5. Formal and informal briefings;
6. Responses to agency or other outreach efforts.

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During direct engagement and contact activities, participants will be asked to respond to some simple questions which may be standardized into a questionnaire. These data will be utilized to encourage, facilitate and track issues, needs and engagement from the communities.

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Educational Materials and Distribution Plan

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Aside from the general watershed education and IRWMP information, the RWMG developed and distributed the following materials for work with project proponents, DACs and tribal entities:

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1. Regional Projects handout;
2. Integrated Projects Handout;
3. Climate Change Handout;
4. Funding and proposal-specific materials.

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The objectives for the material distribution include:

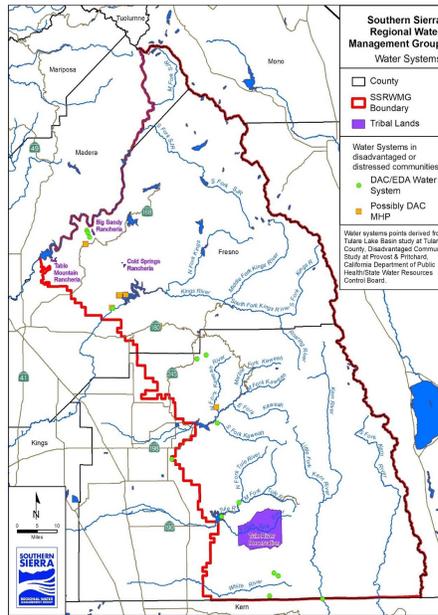
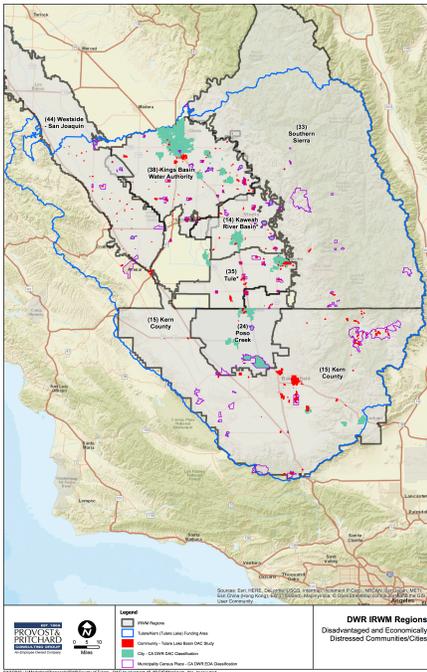
- B. Distribute materials to the public and stakeholders in a variety of formats during and after the IRWMP-update process;
- C. Develop standardized tracking, data, and outreach forms and tracking 2018-19 to track locations, responses and numbers.

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The RWMG has compiled the communities, tribal entities, the majority of their reported incomes and their DAC status, where possible (see tables 1-3).

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Figures 2-3 - Disadvantaged Communities, Tribal Areas, and Economically Distressed Areas in the Southern Sierra Region.

Table 1. Tribal Entities and Outreach in the SSRWMG Region.

<u>Tribal Entity</u>	<u>Population</u>	<u>Income</u>	<u>Status</u>	<u>Outreach Summary/Member Status</u>
Big Sandy Rancheria	Unk	Unk	SDAC	Member, adopted IRWMP
Tule River Indian Reservation	1,200	Unk	SDAC	Member, need projects
Dunlap Band of Mono	Unk	Unk	Unk	Contacted

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<u>Cold Springs Rancheria</u>	<u>Unk</u>	<u>Unk</u>	<u>SDAC</u>	<u>Contacted</u>
<u>Table Mountain Rancheria</u>	<u>Unk</u>	<u>Unk</u>	<u>Unk</u>	<u>Contacted</u>

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Table 2. Census Designated Places identified for the Planning Grant Proposal, 2016, and associated outreach/member status.

<u>Place ID Number</u>	<u>Name</u>	<u>Population</u>	<u>Median Household Income</u>	<u>Status*</u>	<u>Outreach Summary/Member Status</u>
<u>678638</u>	<u>Three Rivers CDP</u>	<u>2142</u>	<u>38,988</u>	<u>DAC</u>	<u>CSD contacted</u>
<u>641110</u>	<u>Lemon Cove CDP</u>	<u>195</u>	<u>21250</u>	<u>SDAC</u>	<u>No contact</u>
<u>673710</u>	<u>Springville CDP</u>	<u>824</u>	<u>35,313</u>	<u>SDAC</u>	<u>Member</u>
<u>670966</u>	<u>Sequoia Crest CDP</u>	<u>28</u>	<u>0</u>	<u>SDAC</u>	<u>No contact</u>
<u>658134</u>	<u>Ponderosa CDP</u>	<u>23</u>	<u>0</u>	<u>SDAC</u>	<u>Contacted</u>
<u>657011</u>	<u>Pierpoint CDP</u>	<u>24</u>	<u>0</u>	<u>SDAC</u>	<u>No contact</u>
<u>638076</u>	<u>Kennedy Meadows CDP</u>	<u>18</u>	<u>0</u>	<u>SDAC</u>	<u>Contacted</u>
<u>657134</u>	<u>Pine Flat CDP</u>	<u>142</u>	<u>20,208</u>	<u>SDAC</u>	<u>Contacted</u>
<u>609822</u>	<u>California Hot Springs CDP</u>	<u>119</u>	<u>38,875</u>	<u>DAC</u>	<u>No contact</u>
<u>644770</u>	<u>McClenney Tract CDP</u>	<u>6</u>	<u>0</u>	<u>SDAC</u>	<u>No contact</u>
<u>658422</u>	<u>Posey CDP</u>	<u>10</u>	<u>0</u>	<u>SDAC</u>	<u>Contacted</u>
<u>636168</u>	<u>Idlewild CDP</u>	<u>31</u>	<u>0</u>	<u>SDAC</u>	<u>No contact</u>
<u>675596</u>	<u>Sugarloaf Village CDP</u>	<u>11</u>	<u>20,625</u>	<u>SDAC</u>	<u>No contact</u>

* DAC Mapping Tool and Data:

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

Table below identifies 21 communities/water companies that are likely DAC or EDA according to the definitions provided above and pursuant to DWR Mapping Tool, with some further refinement based upon data collected for the Tulare Lake Basin Disadvantaged Community Survey, and some local knowledge. However, of these 21 locations, 11 [9 mobile home parks (MHP), and 2 small mutual water company service areas] lie within very large block groups with other scattered SFR homes – potentially second homes and vacation homes – resulting in the MHI for that large block group to be above the State MHI. Therefore, although they are suspected of being DAC and/or EDA based upon local familiarity, data is not available for the specific location to confirm DAC and/or EDA status. (See figures 2, 3 for locations)

Table 3. - SS IRWMP Region Disadvantaged Communities with Less than 80% of Statewide Median Household Income and Economically Distressed Areas with Less than 85% of Statewide Median Household Income

Location Name	Population	Median Household Income (MHI) 2014	Percent of Statewide MHI (\$63,783) 2014	Severely Disadvantaged < 60% of Statewide MHI (\$38,270)	Outreach Summary/ Member Status
Doyle Mobile Home Park	22	NA	-	-	No contact
Lake Success Mobile Lodge	20	\$38,393	60%	no	No contact
Tooleville Water Company	350	\$29,354	43%	yes	No contact
Pine Flat Water Company	110	\$23,558	37%	yes	No contact
Community of Posey	79	\$23,558	37%	yes	No contact
Springville Public Utility District	1300	\$35,682	57%	yes	Member
Riverkern Mutual Water Company	336	\$38,139	59%	yes	Contacted
Sierra Glen Mobile Home Park	22	\$35,341	55%	yes	No contact
California Hot Springs	75	\$23,558	37%	yes	No contact

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<u>Water Company</u>					
<u>Community of Hartland</u>	<u>36</u>	<u>NA</u>	<u>-</u>	<u>-</u>	<u>No contact</u>
<u>Mary Lou Mobile Home Park</u>	<u>52</u>	<u>\$41,379</u>	<u>65%</u>	<u>no</u>	<u>No contact</u>
<u>Mt. Ararat Mobile Home Park</u>	<u>41</u>	<u>\$41,379</u>	<u>65%</u>	<u>no</u>	<u>No contact</u>
<u>New Auberry Water Association</u>	<u>200</u>	<u>\$41,379</u>	<u>65%</u>	<u>no</u>	<u>Contacted</u>
<u>Rio Vista Mobile Home Park</u>	<u>20</u>	<u>\$42,188</u>	<u>66%</u>	<u>no</u>	<u>Contacted</u>
<u>River Retreat Mutual Water Company</u>	<u>100</u>	<u>\$74,375</u>	<u>1.66%</u>	<u>no</u>	<u>No contact</u>
<u>Sandy Creek Village Mobile Home Park</u>	<u>135</u>	<u>\$58,158</u>	<u>91%</u>	<u>no</u>	<u>No contact</u>

Note: The 5 locations listed below could be DACs, but because they lie within very large block groups with other SFR homes – potentially second homes and vacation homes – the block group MHI is above the Statewide MHI. Data is not available for the specific locations to confirm DAC status. The Tulare Lake Basin DAC study did not make a DAC determination for these 5 locations.

<u>Biggers Ponderosa Trailer Park</u>					<u>No contact</u>
<u>Driftwood Mobile Home Park</u>					<u>No contact</u>
<u>Kings Canyon Mobile Home Park</u>					<u>No contact</u>
<u>Oak Knolls Trailer Park</u>					<u>No contact</u>
<u>Trailer Isle Park</u>					<u>Contacted</u>

Source: U.S. Census, American Community Survey, 2014 (most recent data). Median income is for all households, regardless of household size.

The locations with “No contact” noted in tables 2, 3 indicate the need for engagement and feedback during outreach activities. The larger entities with lowest capacities are the highest priorities, generally. Feedback from these entities and others who were already

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contacted will form the basis for additional outreach, funding, projects, programs and future IRWMP updates.

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Appendix 4: Educational Materials

1. RWMG Brochure;
2. IRWMP Overview Presentation;
3. Regional Projects handout;
4. Integrated Projects Handout;
5. Climate Change Handout;

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