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METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Karen E. Duff
EXECUTIVE SECRETARY

November 28, 1995

To: Board of Directors (Legislative Committee--Information)
(Water Planning and Resources Committee-Information)

From: General Manager

Submitted by: Debra C. Man, Chief
Planning and Resources

Subject: Twelve-Month Action Plan for the Bay-Delta External Affairs Issue
Management Team

Debra C. Man

RECOMMENDATION(S)

For information only.

EXECUTIVE SUMMARY

The Bay-Delta External Affairs Issue Management Team (Team) was formed in August 1995 in recognition of the need for an external affairs component to successfully address Bay-Delta issues. The Team, composed of Metropolitan Water District Board members and staff as well as member agency public affairs specialists, has coordinated a comprehensive statewide strategy to mobilize public opinion in support of the CALFED/Bay-Delta Advisory Council process and long-term resolution of Bay-Delta issues. The Twelve-Month Action Plan, attached for your information, identifies the objectives and actions necessary to secure broad-based support for long-term resolution of Bay-Delta issues.

DETAILED REPORT

The ultimate objective of Metropolitan's Bay-Delta efforts is to develop statewide support for long-term resolution of Bay-Delta issues including water supply reliability, water quality, environmental protection, and the integrity of Bay-Delta infrastructure. In order to build broad support for actions directed at that objective, we must commit the resources necessary to a comprehensive public outreach program that:

- Develops and communicates a simple and compelling Bay-Delta message on proposals for a long-term solution.
- Increases awareness of and support for the CALFED/Bay-Delta Advisory Council (BDAC) process.
- Builds a statewide urban and business coalition in support of resolving problems of the Bay-Delta.
- Involves a broad base of constituents within Metropolitan's service area.
- Creates and supports a positive environment for urban, agricultural and environmental interests to negotiate a long-term consensus process for Bay-Delta improvements.
- Coordinates, with other stakeholder interests, a comprehensive statewide external relations program directed to Bay-Delta efforts.
- Supports required legislation to provide funding for environmental and water infrastructure improvements consistent with the CALFED/BDAC process.

The Bay-Delta External Affairs Issue Management Team (Team) was formed to advance these objectives. The Team is composed of Metropolitan Water District employees, Metropolitan Water District Board members and representatives from nine member agencies. Metropolitan Water District employees provide technical and political expertise from the Planning and Resources, Public Affairs, and Water Quality Divisions, the Legal Department, and the Washington D.C. and Sacramento Legislative Representatives' offices. Metropolitan Water District Board members have volunteered to assist in outreach efforts and provide valuable policy direction throughout the Team's efforts. Member agencies that have volunteered public affairs specialists to participate on the team include:

Central Basin Municipal Water District
Eastern Municipal Water District
Las Virgenes Municipal Water District
Long Beach Water Department
Los Angeles Department of Water and Power
Municipal Water District of Orange County
San Diego County Water Authority
Three Valleys Municipal Water District
West Basin Municipal Water District

The Team has developed its mission statement, core principles, goals, strategies, and Twelve-Month Action Plan (Plan) (attached). The Plan identifies the objectives and actions necessary to secure broad-based support for long-term resolution of Bay-Delta issues. The Plan is dynamic and will be reviewed and modified in order to respond to further process and political developments.

Successful implementation of the Plan will require coordination of external, political, and Metropolitan Water District service area efforts with ACWA's California Water Clearinghouse, CALFED, and other local and statewide interest groups. In addition, careful coordination with Metropolitan's Sacramento and Washington D.C. Legislative Representatives on strategic lobbying efforts will be required. The Board will be kept apprised of the progress of implementation and any changes to the Plan on a regular basis.

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Attachments

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BAY-DELTA EXTERNAL AFFAIRS ISSUE MANAGEMENT TEAM

MISSION STATEMENT

Develop a statewide coalition that will generate public and political support for the long-term consensus effort of urban, agricultural and environmental interests in conjunction with the CALFED/BDAC process.

CORE PRINCIPLES

- Economic/Environmental "Link"
- Consensus Approach
- Involve general public, media, and elected officials at all levels
- Dismantle *North vs. South* political dynamic
- Lay groundwork for shift of responsibility to non-water community
- Ensure coordination of member agency efforts between Bay-Delta and other external affairs efforts
- Concentrate efforts on southern California constituent groups initially
- Coordinate *all* Central Valley, northern California, and statewide efforts with CALFED, California Water Clearinghouse (CWC), and local interest groups
- Maximize use of existing outreach publications

NOTES:

- *Inter-agency efforts to be coordinated with IRP and Water Rates external affairs efforts.*
- *Bay-Delta external affairs efforts, to the maximum extent feasible, will be coordinated with CALFED, CWC, and other efforts supporting the CALFED process.*

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GOALS AND STRATEGIES

- Build broad-based coalitions on Bay-Delta issues. Meetings between MWD Board members/management and:
 - ◇ Northern water agencies
 - ◇ Northern environmental/fishing groups
 - ◇ County Boards of Supervisors
 - ◇ Grassroots/community groups
 - ◇ Editorial boards
 - ◇ Bay Area Economic Forum, others
- Educate
 - ◇ Define and communicate Bay-Delta message
 - ◇ Produce & distribute briefing materials
- Enhance Stakeholders negotiating environment
 - ◇ Support CALFED process
 - ◇ Diminish North/South split
 - ◇ Publicize accomplishments
 - ◇ Counteract bad-faith negotiation tactics, if necessary
- Involve business and government officials
 - ◇ Briefings
 - ◇ Gather input
 - ◇ Coordinate with Bay Area Economic Forum
- Discourage factionalism (e.g. North-South/Enviro-Ag splits)
 - ◇ Active interface with North
 - ◇ Bridge agriculture/enviro gaps

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11/28/95

TWELVE-MONTH ACTION PLAN

BAY-DELTA EXTERNAL AFFAIRS ISSUE MANAGEMENT TEAM

DECEMBER 1995 THROUGH DECEMBER 1996

DECEMBER

- Conduct meeting with the Bay Delta Urban Coalition at ACWA convention
- Promote southern California conservation and reclamation efforts on a statewide basis in conjunction with CALFED and California Water Clearinghouse (CWC) - *(ON-GOING)*
- Develop approach for disseminating Bay-Delta news utilizing existing member agency media and public outreach publications in conjunction with CALFED and CWC
- Organize external affairs database in conjunction with other team sectors
- Schedule outreach update to Bay-Delta Political Advisory Committee members - *(MONTHLY)*
- Present the Twelve-Month Action Plan to the MWD Board of Directors
- Participate in events marking the anniversary of the December Accord in conjunction with CALFED and CWC

JANUARY

- Schedule meeting(s) with southern California business leaders in conjunction CALFED and CWC
- Schedule meeting(s) with southern California labor leaders in conjunction CALFED and CWC
- Schedule meeting(s) with southern California community leaders in conjunction CALFED and CWC
- Schedule meeting(s) with southern California environmental interests in conjunction CALFED and CWC
- Schedule meeting(s) with southern California recreation interests in conjunction CALFED and CWC
- Schedule presentation to southern California delegation of the League of California Cities (LCC), California State Association of Counties (CSAC), and City Managers' Association in conjunction with CALFED and CWC
- Design "boiler-plate" Bay-Delta presentation to business, labor, community, and educational leaders adapting video or slide presentations, as available, from CALFED and CWC

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Bay-Delta External Affairs Issue Management Team

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- Develop cover letter for mailing of CWC outreach publication to member agencies and team sectors
- Coordinate media strategy in conjunction with CALFED and CWC
- Organize briefing packets for Senate and Assembly briefings
- Coordinate briefing for Senate and Assembly members

FEBRUARY

- Organize Bay-Delta tour for southern California business, labor, environmental, community, and education leaders
- Assess media strategy for all constituent group meetings
- Coordinate outreach with MWD and Member Agencies' speakers bureaus

APRIL

- Assist in conducting focus groups in southern California in conjunction with CALFED and CWC
- Organize briefing for water intensive industries
- Organize legislative briefing during Sacramento Day in conjunction with CALFED and CWC
- Organize briefing for local elected officials and community leaders
- Support statewide media outreach for the CALFED short list of Bay-Delta alternatives in conjunction with CALFED and CWC

MAY

- Schedule meeting(s) between MWD Board and statewide water boards in conjunction CALFED and CWC
- Schedule meeting(s) with Central Valley business leaders in conjunction CALFED and CWC and local interest groups
- Schedule meeting with northern California environmental leaders in conjunction with CALFED and CWC and local interest groups
- Schedule meeting with Bay Area Economic Forum in conjunction with CALFED and CWC and local interest groups

NOTES:

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- Schedule meeting with Northern California Water Association (NCWA) Board of Directors in conjunction with CALFED and CWC
- Schedule briefing for California Chamber of Commerce, Business Roundtable, Building Industry Association, etc. in conjunction with CALFED and CWC
- Organize symposium for education leaders in conjunction with CALFED and CWC
- Prepare articles for use in newsletters of key constituents in support of the CALFED short list of Bay-Delta alternatives
- Prepare op-ed articles for use by member agencies in their local press in support of the CALFED short list of Bay-Delta alternatives
- Secure editorials in southern California newspapers in support of the CALFED short list of Bay-Delta alternatives in conjunction with CALFED and CWC
- Support CALFED in securing popular/celebrity spokesperson(s) to speak in support of the CALFED short list of Bay-Delta alternatives
- Schedule meeting with Secretary Babbit and Assistant Secretary Garamendi
- Schedule briefings for southern California Congressional delegation and Senators Boxer and Feinstein
- Generate letters from local elected officials and community leaders to President Clinton and Governor Wilson in support of the CALFED short list of Bay-Delta solutions
- Secure resolution from key cities in support of the CALFED short list of Bay-Delta solutions
- Secure resolution from business, labor, and community leaders in support of the CALFED short list of Bay-Delta solutions

JUNE

- Meet with editorial boards in the Central Valley in conjunction with CALFED and CWC and local interest groups (Blake, Foley, Wodraska)
- Schedule meeting(s) with board members from NCWA water agencies in conjunction with CALFED and CWC and local interest groups
- Convene external affairs summit with CALFED in conjunction with urban, agricultural, and environmental stakeholders
- Develop "Dear colleague" letters for local, state, and federal elected officials in support of the CALFED short list of delta solutions
- Coordinate dissemination of Bay-Delta news to statewide organizations in conjunction with CALFED and CWC
- Secure letters of support for the CALFED short list of Bay-Delta solutions from educational community

NOTES:

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JULY

- Convene external affairs retreat for MWD and member agencies

AUGUST

- Organize statewide editorial board visits in conjunction with CALFED and CWC (Blake, Foley, Wodraska)
- Coordinate meeting(s) with urban, agricultural, and environmental interest opinion leaders in support of the CALFED short list of Bay-Delta solutions in conjunction with CALFED and CWC

NOVEMBER

- Analyze November election results in conjunction with CALFED and CWC.

DECEMBER

- Develop 1997 Bay-Delta external affairs strategy in conjunction with CALFED and CWC

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