



STANISLAUS COUNTY  
DEPARTMENT OF PUBLIC WORKS

**Stanislaus Multi-Agency Regional  
Storm Water Resource Plan**

Stakeholder Outreach, Education, and  
Public Participation Plan

Prepared for:  
State Water Resources Control Board  
Grant Agreement No. D1612618

Submitted by:  
Stanislaus County, Department of Public Works

July 2017

Prepared by:



## **Stakeholder Outreach, Education, and Public Participation Plan for Stanislaus Multi-Agency Storm Water Resource Plan**

### *Grant Agreement No. D1612618*

As part of the development of the Stanislaus Multi-Agency Storm Water Resource Plan, Woodard & Curran will lead the required Stakeholder Outreach, Education, and Public Participation efforts as described in the SWRP Guidelines and in the Grant Agreement No. 1612618, starting as soon as a Notice to Proceed is authorized by Stanislaus County. The outreach will encompass four elements; stakeholder outreach, disadvantaged community outreach, development of a website, and documentation of the outreach.

The East Stanislaus and Westside-San Joaquin IRWM Plans are being updated by Woodard & Curran to meet Prop 1 standards in concurrence with the SWRP preparation. Both IRWMP and SWRP development requires stakeholder outreach and public participation components, and there are a large number of opportunities to coordinate these efforts between the two plans to streamline communications, prevent meeting ‘burnout’, coordinate messaging, and ensure that the greatest level of participation is achieved in a limited timeframe.

### **Task 7: Stakeholder Outreach, Education, and Public Participation Outline**

#### *General*

Conduct stakeholder outreach, education and public participation activities.

#### *Subtask 7.1: Stakeholder Outreach*

Facilitate the organization, coordination, and collaboration among stakeholders and provide opportunities for general public participation and education throughout development of the SWRP. Prepare a stakeholder outreach, education, and engagement plan. Conduct a minimum of two (2) stakeholder meetings and one (1) public outreach meeting for interested stakeholders over the course of development of the SWRP.

#### *Subtask 7.2: Disadvantaged Community Outreach*

Conduct targeted outreach to Disadvantaged Communities and Economically Distressed Areas to facilitate coordination, assess needs and opportunities, assist with project proposals and development, and provide education regarding the SWRP.

#### *Subtask 7.3: Website*

Create a public webpage for the SWRP to provide information and communication to the public and stakeholders, and include work products, data sets, reports, photos, meeting information, and links to additional resources.

#### *Subtask 7.4: Outreach Documentation*

Document stakeholder outreach, education, public participation, and collaboration activities including meeting agendas and materials, meeting summaries, sign-in sheets, and photos in the associated quarterly progress report(s).

### **Deliverables**

- Stakeholder outreach, education, and engagement plan
- Meeting agenda, meeting minutes, presentation/handouts, sign-in sheets for each meeting
- Technical memorandum describing targeted outreach activities and associated results

- SWRP website
- Summary of stakeholder outreach, education, public participation, and collaboration activities, including meeting agenda(s) and materials, meeting summaries, sign-in sheets, and photos in the associated quarterly progress report(s)

## **Task 7: Stakeholder Outreach, Education, and Public Participation Discussion**

The SWRP guidance requires stakeholder outreach and education and opportunities for public participation in the plan development. As previously noted, the East Stanislaus and Westside-San Joaquin IRWM Plans are being updated by Woodard & Curran to meet Prop 1 standards in concurrence with the SWRP preparation. Both documents require stakeholder outreach and public participation components, and there are a large number of opportunities to coordinate these efforts between the two plans to streamline communications, prevent meeting ‘burnout’, coordinate messaging, and save money. For example, if preparation of the two plans is coordinated, only one TAC/PAC can be utilized for both efforts, and an “interested parties” mailing list maintained. Additionally, the East Stanislaus IRWM Region currently has a website and Opti system for managing project information and documentation and to allow a public portal for stakeholders and interested parties to learn about the plan development, submit projects, and stay abreast of program developments. These two platforms can also be used in the SWRP development process to achieve the same required results.

### *Subtask 7.1 - Stakeholder Outreach*

In Subtask 7.1, Woodard & Curran will facilitate the organization, coordination, and collaboration among stakeholders and provide opportunities for general public participation and education throughout development of the SWRP. Whether done in conjunction with the East Stanislaus and Westside-San Joaquin IRWM Plan Updates or independent of the IRWM Plan, Woodard & Curran will prepare a stakeholder outreach, education, and engagement plan and submit to the plan to the Grant Manager for review and approval. Additionally, a minimum of two (2) stakeholder meetings and one (1) public outreach meeting for interested stakeholders will be conducted over the course of development of the SWRP. At a minimum, one of the outreach meetings shall be conducted during Task 5 to solicit multi-benefit storm water management project from watershed stakeholders. For each meeting, a meeting agenda, meeting minutes, and presentation/handouts will be prepared and submitted to the Grant Manager, along with a sign-in sheet.

### *Subtask 7.2 – Disadvantaged Community Outreach*

Focused outreach to disadvantaged communities (DACs), economically distressed areas (EDAs), and underrepresented communities will allow the early identification of DACs that may be interested in participating in the SWRP preparation. The process will be jumpstarted by coordinating these outreach efforts with those required as part of the East Stanislaus and Westside-San Joaquin IRWM Plan Updates.

A targeted outreach effort will be conducted in Subtask 7.2 to reach out to Disadvantaged Communities (DACs) and Economically Distressed Areas (EDAs) via telephone and a limited number of meetings (up to four face-to-face meetings) to facilitate coordination, assess needs and opportunities, assist with project proposals and development, and provide education regarding the SWRP. A tracking spreadsheet will document who was contacted, whether contact was made or messages were left, and the conclusion of any discussion conducted. These summaries will be appended to the SWRP to demonstrate outreach to DACs and EDAs and may also be useful when the East Stanislaus and Westside-San Joaquin IRWM Regions participate in the DAC Involvement grant proposal process as part of the San Joaquin Funding Area to aid in obtaining grant funding to further develop storm water projects in DAC areas. Descriptions of the targeted outreach activities and associated results will be summarized and the memorandum submitted to the Grant Manager.

### *Subtask 7.3 – Website*

A public webpage for the SWRP will be prepared to provide information and communication to the public and stakeholders. This webpage will be submitted to the Grant Manager for approval, and will include work products, data sets, reports, photos, meeting information, and links to additional resources. Woodard & Curran will prepare the website, with the assumption that the County will host the site as a subpage to its website. The consultants will work with the Grant Manager and County IT staff to launch the website; but the County will be responsible for uploading appropriate documents and announcements. If requested by the County, Woodard & Curran can host the website for an additional fee.

### *Subtask 7.4 – Outreach Documentation*

For Subtask 7.4, Woodard & Curran will prepare and submit to the Grant Manager a summary of stakeholder outreach, education, public participation, and collaboration activities, including meeting agenda(s) and materials, meeting summaries, sign-in sheets, and photos in the associated quarterly progress report(s).