

# Memorandum

Date: March 22, 2013

**Agenda Item – 7F**

To: Central Valley Flood Protection Board Members

From: Board Executive Committee

Subject: Outreach Activities Related to Proposed Levee Safety Legislation

**Summary and Recommendation:** Implement a multi-phased plan to communicate merits of proposed levee safety legislation to internal and external audiences, as needed.

**Background:** The Board is proposing legislation to improve its encroachment enforcement program. While the Board successfully secured sponsors and has introduced SB 753, a “spot bill” dealing with noticing requirements, the next legislative phase will likely see the amendment of the bill to introduce more substantive changes to the Water Code. Such changes may include the establishment of administrative fines, fees to cover encroachment permit review, and creation of a special fund.

## **Goal of Outreach Activities:**

- Successfully complete final Board-approved amendments to SB 753 with the important stakeholder support.
- Successfully complete the legislative process by generating a strong coalition in support of SB 753, as amended by the Board.
- Target audiences with appropriate messages that explain the benefits of proposed Water Code changes.
- Minimize opposition, and amendments to SB 753 based on such opposition.
- Maintain Board fully engaged and informed as SB 753 proceeds through the legislative process.

**Proposed Strategy:** At this time it is unclear if SB 753, as amended by the Board, will generate any opposition. For this reason, the Board should consider implementing outreach activities based on various phases outlined below:

## Phase I                      Setting Up Structure and Material Development

- Agree on project structure and leads
- Outline of Policy Goals: statement of need and purpose
- Development of Talking Points
- Draft testimony
- Draft coalition building draft letter
- Draft letter or Op-ed
- Identify Flood Board and Flood Board staff spokespersons on legislation
  - For Capitol audiences
  - For Stakeholder audiences
  - For General Public
  - Internal Administration

## Phase II                      Coalition Building

- Target key organizations for one-on-one outreach
- Ask for support (or minimum not voice opposition)

Phase III (If needed) Identify and attempt to resolve Opposition

- Analyze issues raising opposition
- Develop counterpoints to arguments
- Brief administration on strategy to deal with opposition
- Initiate letter campaigns/visits to members to explain our position
- Engage in public dialogue (Op-eds; presentations) to address arguments against

In order to implement the multi-phase strategy, various activities (outlined below) are recommended. We also recommend possible Flood Board/Flood Board staff leads.

Phase I

LEAD: Flood Board, Flood Safety Legislative Leads

1. Settle on name for this legislation and use it (Flood Board)
2. Write and agree on a three sentence (or fewer) statement of the need and purpose of this legislation. (Flood Board and staff)
3. Identify Board members to be the “point” on the work with Flood Board staff and legislative staff and legislation members. (Flood Board)
4. Identify the Board staff who will work with these Board members on the contact and interaction with legislative staff. (Executive Officer, in coordination with Executive Committee.)
5. These members of the Flood Board and the Flood Board staff will be the Flood Safety Legislative Leads.
6. All other Board members who communicate and outreach to public and organizations will give comments and suggestions gathered to Flood Board staff serving as Legislative Leads.
7. As appropriate or needed -- but no less than at each Regular Flood Board meeting (the 4<sup>th</sup> Friday meeting -- the Legislative Leads will report to the Board and the Board will discuss and decide, as needed, to approve further direction.
8. Develop and maintain contact and communication with Legislation author(s) and legislative committee staff. (Legislative Leads)
9. Provide briefings to legislative staff as needed or requested. (Legislative Leads)
10. Provide briefings to partner State departments as needed or requested. (Flood Board Executive Committee, Flood Board members.)
11. Report to the Board issues and concerns and requests for direction. (Legislative Leads)
12. Develop Phase I communication tools: talking points; draft testimony; draft coalition building letter; draft op-ed

Phase II

LEAD: Flood Board, Flood Safety Legislative Leads

1. Flood Board Legislative Leads will provide information at each Coordinating Committee meeting.
2. Each Board member has liaison with the 6 Regional Planning efforts and will work with Kim Floyd to identify how and who to assure there is sufficient outreach, communication and feedback.
3. Targeted outreach to request support will be made to: CCVFCA; Farm Bureau; League of CA Cities; CA Association of Counties; Rural Counties Representatives of CA (RCRC); Partner JPAs; CA Realtors Association(if lien language is included); Cal Chamber (if filing fee is included); others (such as association representing homeowners insurance companies).

Phase III To be developed if needed.