



PUBLIC WORKS DEPARTMENT

Council Meeting Date: April 16, 2013
Staff Report #: 13-062

Agenda Item #: D-4

CONSENT CALENDAR: **Receive the San Francisquito Creek Joint Powers Authority Projects Update and Approve the Project Community Outreach Plan**

RECOMMENDATION

Staff recommends that the City Council receive the San Francisquito Creek Joint Powers Authority (SFCJPA) update on the various projects and approve the community outreach activities for the Program Environmental Impact Report for projects upstream of Highway 101 being planned and implemented by SFCJPA member agencies to provide flood protection, ecosystem restoration, and recreational opportunities along San Francisco Bay and San Francisquito Creek, including the Pope/Chaucer Bridge.

BACKGROUND

The SFCJPA's objectives are to protect lives and properties, enhance ecosystems, and build recreational opportunities and connectivity for the cities of East Palo Alto, Menlo Park, Palo Alto, and portions of unincorporated San Mateo and Santa Clara Counties. The SFCJPA was established in May of 1999.

The SFCJPA is currently leading the local effort on major flood protection projects in the area. The SFCJPA is planning and designing capital projects with the goal of removing more than 8,400 properties in Menlo Park, Palo Alto and East Palo Alto from the San Francisquito Creek and San Francisco Bay FEMA floodplains. Attachment A provides a list of all the current projects, participating agencies, funding sources, project summary, and a short summary status update of all current projects. The summary of the status of the various projects being planned and implemented by the SFCJPA and its member agencies to provide flood protection, ecosystem restoration, and recreational opportunities along San Francisquito Creek and San Francisco Bay is also on the sfcjpa.org website.

Historically, the San Francisquito Creek has caused serious flooding and widespread damage to surrounding neighborhoods. SFCJPA's overall goal is to make improvements to the creek to provide capacity for a 100-year storm event and alleviate the continuing flooding and erosion of the creek. One specific project includes the Pope/Chaucer Street Bridge. The existing arch culvert structure at the Pope/Chaucer

street crossing is inadequate to pass the 100-year design flood. The existing culvert shown in Figure 2 is a picture taken during the December 23, 2012 major storm event.

The Santa Clara Valley Water District (SCVWD), a member agency of the SFCJPA, is planning to replace the existing Pope/Chaucer Bridge crossing at San Francisquito Creek. The new bridge will be designed to accommodate a 100-year flood event under the bridge and prevent future flooding of the areas surrounding the creek. The project is part of the overall SFCJPA goal to provide 100-year flood capacity in the creek.

The Pope/Chaucer Bridge Replacement Project is located at the Pope Street and Chaucer Street crossing of San Francisquito Creek. This crossing is the boundary between the City of Palo Alto and the City of Menlo Park as well as the boundary between the Counties of Santa Clara and San Mateo. Figure 1 shows the vicinity map and location of the project, and Figure 2 shows the existing culvert at Pope/Chaucer.

Figure 1 – Vicinity Map

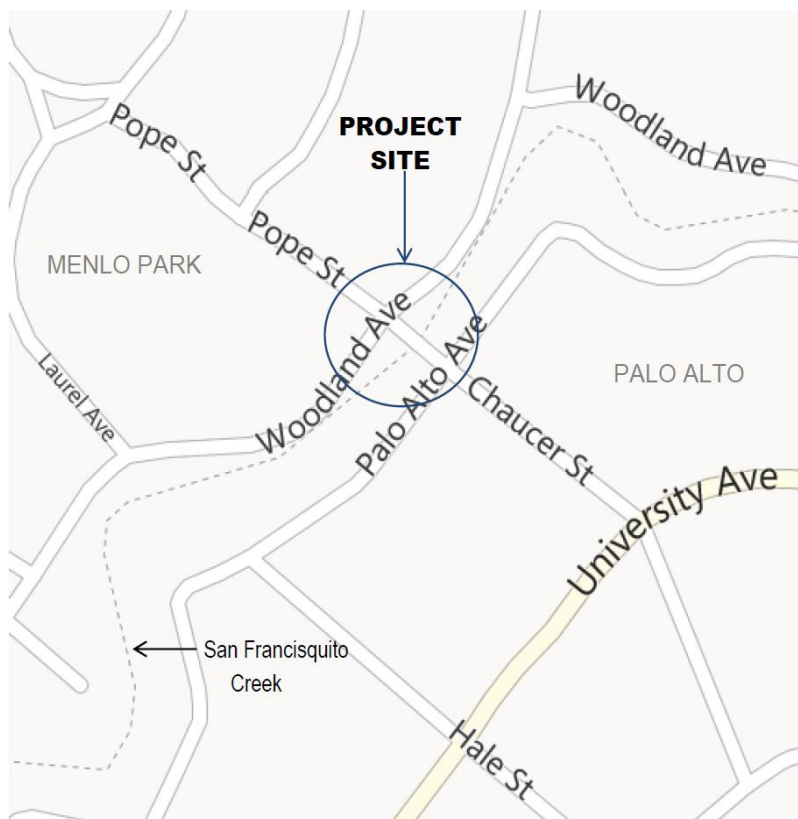


Figure 2 – Existing Culvert at Pope/Chaucer



The Environmental Analysis and Design for this project is currently under way. The participating agencies for this project include Menlo Park, Palo Alto, SFCJPA, and SCVWD. The project is currently being funded by SCVWD. SCVWD has secured an engineering design firm to prepare an alternatives analysis and design of the replacement bridge. The environmental analysis for the Pope/Chaucer Bridge Project will be covered as part of the larger SFCJPA's Program Environmental Impact Report (EIR) for projects upstream of Highway 101, and the initial Scoping Community Meeting for the EIR will be scheduled in May of this year. The construction for the Pope/Chaucer Bridge Project is anticipated to be completed by Fall of 2015. In addition to the scoping meeting, there will be two project specific community meetings held, one in Menlo Park during the preliminary design stages, and another in Palo Alto during the final design stages of the Pope/Chaucer Bridge Project. The community outreach plan will be presented by SFCJPA Executive Director at today's council meeting.

ANALYSIS

Once the CEQA analysis and design for the Pope/Chaucer Bridge are completed, this project will move into construction with an anticipated completion date set for 2016. Both the environmental phase and design phase for this project are moving concurrently. The existing Pope/Chaucer Bridge is anticipated to be raised about 5 feet to provide the adequate flood protection capacity needed for this location. This will cause some modifications along Pope Street and Woodland Street in Menlo Park and removal of some heritage trees. Similar impacts are anticipated in the Palo Alto side. The bridge structure will be approximately 45 feet wide and it will include two 11 foot lanes, two 5 foot shoulders, and 5 feet sidewalks on each side. Attachment B is a graphical representation of the concept section of the bridge.

Currently, NV5, the project design firm and the member agencies have been working on establishing the technical design criteria and preliminary design concepts to select a project design concept that will be included in the project description for the environmental CEQA analysis. The selected project alternative will be evaluated in the SFCJPA's EIR analysis report. Before the project alternative is selected, a design project alternative will be confirmed by both Cities and included in the CEQA analysis.

The public outreach plan will begin with the Scoping Meeting in May. The draft public outreach plan is attached in Attachment C. This plan will be approved by the SFCJPA after all comments are received from the SFCJPA member agencies. The plan will be used for project stewardship, community input, and to educate the stakeholders and interested parties about the project, the process, and project schedule. The public outreach plan will include review of the project alternatives by the Bicycle Commission, Transportation Commission, Environmental Quality Commission and finally by City Council confirming the selected design concept.

IMPACT ON CITY RESOURCES

The environmental phase and design phase of this project are being funded by the SCVWD. Costs for the construction and maintenance phase have not been determined at this time; however, support staff is not being funded by the SCVWD. In addition, the City does not have a funded CIP project for this Fiscal Year. Staff resources to support this project will be used from the Creek Management program budget at this time. A new project has been added to the 5 year Capital Improvement Plan for the staff costs respective to the design and construction phase in FY 2013-2014.

POLICY ISSUES

This project will require a joint maintenance agreement between Santa Clara Valley Water District, Palo Alto, and Menlo Park. As the construction costs are better defined and maintenance costs are estimated, staff will evaluate funding strategies for the long-term maintenance of the constructed facility. This project is consistent with policies established in Chapter 12.42 of the Municipal Code, Flood Damage Prevention.

ENVIRONMENTAL REVIEW

This Council action is not subject to the current California Environmental Quality Act. The SFCJPA will complete all required environmental review documents to construct the project.

PUBLIC NOTICE

Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

ATTACHMENTS

- A. SFJPA Summary of Projects and Status Update
- B. Bridge General Plan
- C. Draft Public Outreach Plan

Report prepared by:
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Engineering Services Manager

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The following is a summary of the status of the various projects being planned and implemented by the SFCJPA and its member agencies to provide flood protection, ecosystem restoration, and recreational opportunities along San Francisquito Creek and San Francisco Bay. The SFCJPA will periodically update and redistribute this document as progress is made.

SUMMARY OF PROJECTS AND STATUS UPDATE:

1. **San Francisco Bay to Highway 101**

Participating Agencies: SFCJPA, SCVWD, Palo Alto, East Palo Alto

Funding Sources: SFCJPA Proposition 1E Grant Award; SCVWD; East Palo Alto; Palo Alto Donation of Golf Course land to accommodate project.

Project Summary: When constructed, the project will reduce flood risks in East Palo Alto and Palo Alto along a flood-prone reach of the creek downstream (east) of U.S. Highway 101 to San Francisco Bay. Additionally, it will reduce flood risks from Bay tides and 50 years of future Sea Level Rise within the creek in concert with the SFCJPA's planned coastal levee system for the region.

This project will also provide the capacity needed for upstream flood protection projects being designed by the SFCJPA and member agencies, benefit the habitat of three endangered species in the area, and improve Bay trails and outdoor education opportunities.

Status: Environmental Impact Report certified in 2012. Final Design anticipated May 2013. Permits anticipated August 2013. Construction start (utility relocation) will begin September 2013, with continued project construction anticipated during the construction seasons of 2014 and 2015.

Anticipated Completion Date: October 2015

2. **Highway 101, East Bayshore and West Bayshore Bridges**

Participating Agencies: Caltrans, SFCJPA, Palo Alto, East Palo Alto

Funding Sources: Caltrans

Project Summary: Caltrans is in the design and environmental review phases of a project to replace the U.S. Highway 101 (and frontage roads) crossing over San

Francisquito Creek to improve traffic flow. Knowing this, in 2008, the JPA approached Caltrans to request that their bridge replacement project also increase the Creek's capacity to accommodate a greater flow at that point.

Currently, the channel flow capacity is less than half of what is needed to accommodate a 100-year event. In the spring of 2009, Caltrans agreed to improve the floodwater capacity of the bridge structure to match JPA improvements for the channel to provide flood protection should a 100-year creek flow event occur at the same time as a high tide event.

Status: Construction will begin in June 2014

Anticipated Completion Date: October 2015

3. **Environmental Impact Report for projects upstream of 101**

Participating Agencies: SFCJPA, SCVWD, East Palo Alto, Menlo Park, Palo Alto

Funding Sources: **SFCJPA**, SCVWD

Project Summary: The purpose of the Project is to produce an IS and EIR for the construction elements needed to protect homes, businesses, and other facilities in the cities of Palo Alto, Menlo Park and East Palo Alto that are currently at risk of flooding from Creek overbanking in the reach between the Highway 101 corridor and El Camino Real. The Project elements to be constructed (and described below) will contain within the channel, or a combination of the channel and water detention facility, the one-percent (1%) flood flow (9,300 cubic feet per second) through the Project reach, and provide defined ecosystem and recreational enhancements. The final work products of this Project will be a completed Initial Study and certified Environmental Impact Report.

Status: The SFCJPA has secured an Environmental Consulting firm to conduct the field investigations and prepare the EIR. Work on the 18-month project began in December 2012.

Anticipated Completion Date: Summer 2014

4. **Newell Road Bridge**

Participating Agencies: Palo Alto, East Palo Alto, SCVWD, SFCJPA

Funding Sources: Caltrans Highway Bridge Program grant to Palo Alto, SCVWD

Project Summary: The existing bridge, built in 1911, impedes the creek channel and requires replacement to accommodate a 1% (100-year) flood event. Improvements to the Newell Road Bridge will protect adjacent homes from flooding if there is a large storm event.

Status: Palo Alto has hired an engineering design firm and have embarked on the preparation of an Environmental Impact Report specific to the Newell Road project to fully explore alternatives with broad public participation

Anticipated Completion Date: Fall 2015

5. **Channel Widening upstream of 101**

Participating Agencies: SFCJPA, SCVWD, East Palo Alto, Palo Alto, Menlo Park

Funding Sources: SCVWD

Project Summary: The Project will widen four to six areas would be widened to improve channel hydraulics and effectively reduce water surface elevations. Some of these “bottlenecks” are the result of structures such as private pedestrian bridges, and others are simply areas where the channel is too narrow to convey the desired storm flows.

Status: Development of alternatives and design for widening the channel in key locations is at 60% completion. Environmental documentation will be covered in the SFCJPA’s EIR for projects upstream of 101 (Item #3).

Anticipated Completion Date: Fall 2015

6. **Pope-Chaucer Bridge**

Participating Agencies: SCVWD, Menlo Park, Palo Alto, SFCJPA

Funding Sources: SCVWD

Project Summary: The bridge where Pope and Chaucer Streets meet over the creek will be replaced with a new bridge capable of passing flows up to the 1% event.

Status: SCVWD has secured an engineering design firm to prepare an alternatives analysis and design of the replacement bridge. The first public meeting to discuss project design is being planned for April 2013. Environmental documentation will be

covered in the SFCJPA's EIR for projects upstream of 101 (Item #3).

Anticipated Completion Date: Fall 2015

7. **Middlefield Road Bridge**

Participating Agencies: SCVWD, Menlo Park, Palo Alto, SFCJPA

Funding Sources: Requests have been made to Caltrans for grant funding from their Highway Bridge Replacement Program. SCVWD Measure B 2012 includes funding for replacement or modification design.

Project Summary: Modifications will be made at the Middlefield Road Bridge so that 1% flows can be accommodated.

Status: SCVWD has engaged an engineering design firm to conduct a preliminary alternatives analysis to evaluate potential modifications and new bridge concepts. Environmental documentation will be covered in the SFCJPA's EIR for projects upstream of 101 (Item #3).

Anticipated Completion Date: 2016

8. **100-year protection alternatives for upstream of 101**

Participating Agencies: SFCJPA, SCVWD, East Palo Alto, Menlo Park, Palo Alto San Mateo County FCD.

Funding Sources: SCVWD, SFCJPA Operational Funds

Project Summary: Collectively, the projects to improve flow capacity downstream of 101, the Caltrans 101 and frontage road replacements, Newell Road Bridge replacement, channel widening, and Pope-Chaucer Bridge replacement will provide flood protection from the 50-year flow event, which is greater than the flood of record in 1998. Increasing protection to the 100-year level in order to remove parcels from the FEMA floodplain will require one or a combination of the following project elements: New floodwalls on both sides of the channel between Highway 101 and Pope-Chaucer Bridge, underground bypass culvert along Woodland Ave, or upstream detention.

Status: Environmental documentation will be covered at a program level in the SFCJPA's EIR for projects upstream of 101 (Item #3). This will evaluate the impacts of each alternative to assist in the final decision on which to implement. SCVWD has produced designs on the floodwall and bypass culvert alternatives to 30%

completion. Funding for construction will be sought through a special finance district (Item #11).

Anticipated Completion Date: 2017

9. **Coastal protection north of channel**

Participating Agencies: SFCJPA, East Palo Alto, Menlo Park, San Mateo County FCD

Funding Sources: SFCJPA grant from DWR Local Levee Assistance Program
City of East Palo Alto
City of Menlo Park

Status: Funding has been secured to conduct geotechnical investigations, survey work, design and environmental documentation for the improvements. A request for proposals from qualified firms will be released late Spring 2013. Funding for construction will be sought through a special finance district (Item #11).

Anticipated Completion Date:

- Design and CEQA: late 2014
- Construction: 2017

Project Summary: The project will modify existing coastal levees along San Francisco Bay between San Francisquito Creek to the South and the Menlo Park/Redwood City border to the North. The levee improvements will provide protection against a 1% tide plus required FEMA freeboard, and considering projected sea level rise. The objective is to remove the communities of East Palo Alto and Menlo Park from the FEMA coastal floodplain, which, when coupled with projects being implemented along the Creek, will obviate the need for property owners to participate in the National Flood Insurance Program.

10. **Coastal protection south of channel**

Participating Agencies: SCVWD, Palo Alto, SFCJPA

Funding Sources: SCVWD grant from DWR Local Levee Assistance Program

Project Summary: The project will modify existing coastal levees along San Francisco Bay between San Francisquito Creek to the North and Guadalupe River in San Jose to the South. The levee improvements will provide protection against a

1% tide plus required FEMA freeboard, and considering projected sea level rise. The objective is to remove the communities in Santa Clara County from the FEMA coastal floodplain.

Status: SFCJPA and SCVWD are contemplating combining efforts for coastal protection on both sides of San Francisquito Creek. If this happens, construction in Palo Alto and Mountain View would be on the same schedule as coastal improvements for Menlo Park and East Palo Alto. If this does not happen, SCVWD will decide how to proceed either partnering with the Corps of Engineers, or as a local effort.

Anticipated Completion Date: **TBD**

11. **Special Finance District for 1% protection**

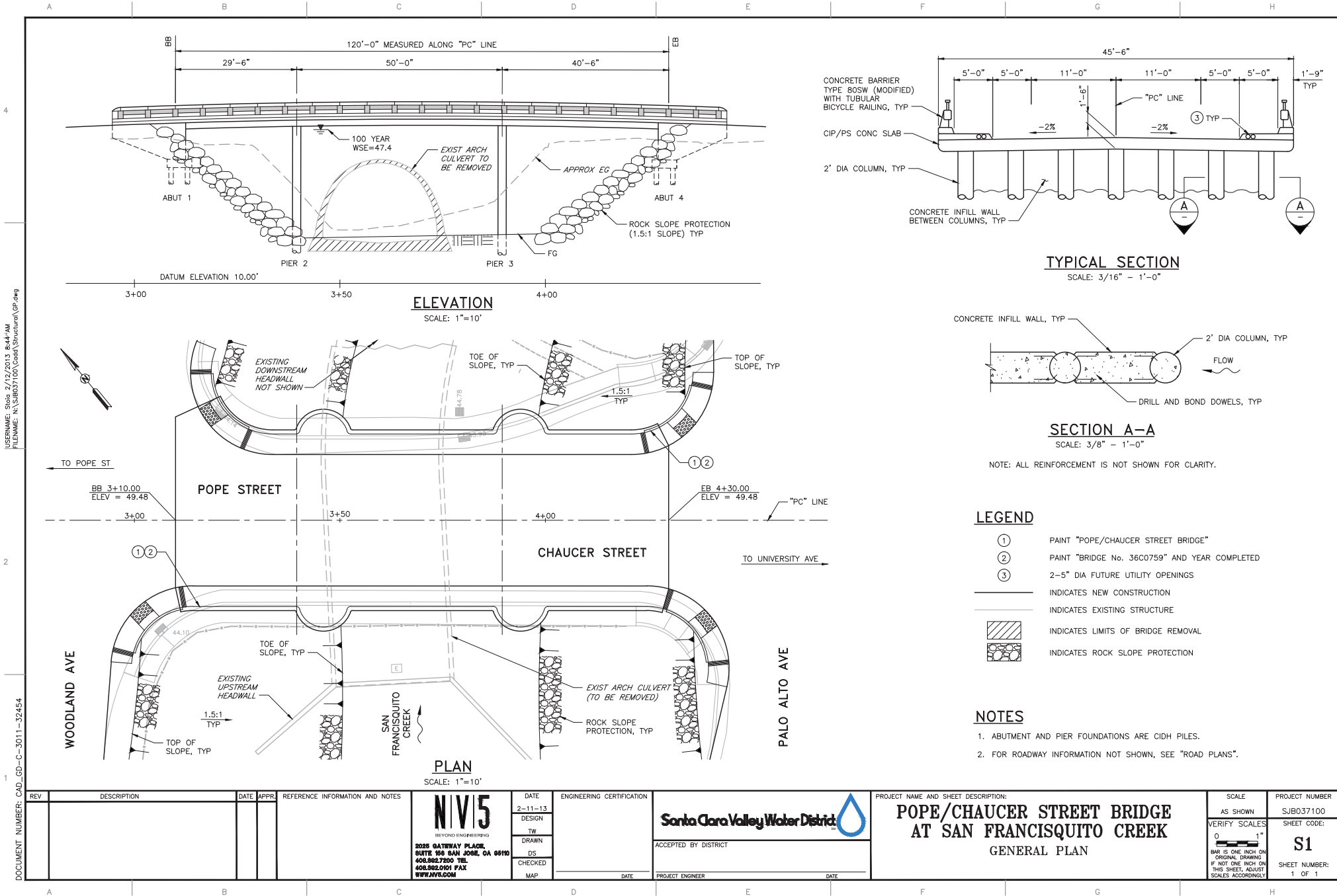
Participating Agencies: SFCJPA, East Palo Alto, Menlo Park, Palo Alto, SCVWD, SMCFCFCD

Funding Sources: SFCJPA Operational Funds

Project Summary: The SFCJPA is in the process of preparing to place a special finance initiative on the ballot that would provide for local construction funding for the project elements needed to advance the 50-year protection baseline project to the 100-year protection level, and potentially provide for construction funding for coastal levee improvements.

Status: The SFCJPA has secured a consultant to advise on the options of creating a special finance district, and will proceed with developing the appropriate documents at the direction of the SFCJPA.

Anticipated Completion Date: 2015



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| REV | DESCRIPTION | DATE | APPR | REFERENCE INFORMATION AND NOTES | DATE | ENGINEERING CERTIFICATION | PROJECT NAME AND SHEET DESCRIPTION: | SCALE | PROJECT NUMBER |
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| | | | | | 2-11-13 | | POPE/CHAUCER STREET BRIDGE AT SAN FRANCISQUITO CREEK GENERAL PLAN | AS SHOWN | SJB037100 |
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Memorandum

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|-----------------|---|
| Date: | March 25, 2013 |
| To: | Kevin Murray, Project Manager, San Francisquito Creek JPA Len Materman, Executive Director, San Francisquito Creek JPA |
| Cc: | Matthew Jones, ICF International Alexa LaPlante, ICF International |
| From: | Karen Molinari, KM Consulting Jennifer Rogers, ICF International |
| Subject: | San Francisquito Creek Flood Protection, Ecosystem Restoration, and Recreation Project, Upstream of Highway 101 DRAFT Public Outreach Plan |

Introduction/Purpose

The primary goals of this project, led by the San Francisquito Creek Joint Powers Authority (SFCJPA), are to protect life and property in the cities of Palo Alto, Menlo Park, and East Palo Alto at risk from San Francisquito Creek floodwaters overbanking between Highway 101 and El Camino Real, and to provide ecosystem and recreational benefits. The SFCJPA, along with ICF International (ICF), is preparing the California Environmental Quality Act (CEQA) documents necessary to disclose the potential impacts on the built and natural environments caused by construction of this project. These documents will also include analysis of viable project alternatives and outline mitigation measures, which could reduce any identified significant impacts related to implementing this project.

An integral component of this project, and one that will greatly influence its planning efficiency and ultimate success, is a transparent and proactive outreach strategy that enables the SFCJPA to consider and incorporate the interests of the project partners, property owners, residents and businesses within the watershed, as well as conservation and recreational interests, community and nongovernmental organizations, elected officials, and other interested members of the general public. This outreach plan (Plan) outlines the strategies ICF's outreach team will employ, in cooperation with SFCJPA, to ensure the public is informed and engaged during each step of the project's planning process. This plan is divided into the following sections.

- Project Background
- Outreach Philosophy, Goals and Objectives
- Outreach Strategies and Practices
- Evaluation of Outreach Plan Implementation

Project Background

The San Francisquito Creek watershed encompasses a 45 square mile basin, extending from Skyline Boulevard to the San Francisco Bay. The watershed includes public lands and numerous private landowners in the cities of East Palo Alto, Menlo Park, Palo Alto, Portola Valley, and Woodside; unincorporated areas of San Mateo and Santa Clara counties; and Stanford University. San Francisquito Creek begins at the confluence of Corte Madera Creek and Bear Creek, just below Searsville Dam in Stanford University's Jasper Ridge Biological Preserve. The lower reach of the creek runs through urbanized areas and bisects an approximately 5-square-mile floodplain that extends from San Francisco Bay to Middlefield Road. In 1998 the creek overbanked and caused significant damage to the area and the following year, the cities of East Palo Alto, Menlo Park, and Palo Alto; and the Santa Clara Valley Water District and San Mateo County Flood Control District formed the San Francisquito Creek Joint Powers Authority as an agency.

The SFCJPA is taking a phased approach to the planning, design, permitting and implementation of flood protection improvements for segments of San Francisquito Creek. The SFCJPA certified the environmental impact report (EIR) for its San Francisco Bay to Highway 101 Project, and intends to begin construction of in 2013. Construction of the Caltrans Highway 101/Bayshore Frontage Roads Project is scheduled to begin in 2014, and design work to replace the Newell Road, Pope-Chaucer Street and Middlefield Road bridges, and widen the channel at various constriction points between Highway 101 and El Camino Real, are underway. Three alternatives that would complement these project elements to protect against a 100-year flood have been developed to the 30% design level. The next step, which SFCJPA is taking with this project, is to perform a joint project/program-level analysis of the watershed upstream of West Bayshore Road. The project elements to be constructed would contain within the channel, or a combination of the channel and underground culvert or water detention facility, the 100-year or 1% flood flow through the project reach, and would provide defined ecosystem and recreational enhancements. A separate SFCJPA project to eliminate the threat of S.F. Bay flooding and Sea Level Rise, and allow historic Bay marshes to be restored and Bay trails to be constructed, will begin with the design and environmental review of a Bay levee system in the spring of 2013

SFCJPA has made it a priority to listen to, involve, and educate the public during each project phase. SFCJPA remains committed to public outreach and engagement in this next phase, especially in light of heightened public awareness with the storm damage and flooding in December 2012.

Outreach Philosophy, Goals and Objectives

The SFCJPA, in coordination with ICF, will conduct an outreach program that sustains an open and transparent process for the planning and construction phases of this project. Outreach will be proactive and conducted early and consistently at key project milestones. This approach will engage stakeholders, build trust, and help identify hot-topic issues earlier in the process. Early identification and resolution of concerns will help avoid project delays due to community opposition.

The goal of the Plan is to implement a public outreach process that provides information in an accessible, timely manner and via a forum where agency, stakeholder, and general public comments are solicited and incorporated as feasible. Specific objectives of the Plan are listed below.

- Communicate clearly the need for, and purpose and details of, the project
- Educate stakeholders and interested parties about the environmental process, multi-agency complexity, and schedule
- Provide opportunities for *meaningful* public participation and ensure the public understands how their comments will be responded to and incorporated as appropriate
- Generate confidence and credibility in the process and project

Outreach Strategies and Practices

Listed below are the strategies and practices that will be conducted to achieve these objectives.

Stakeholder Identification and Assessment

At the onset of the public outreach effort, key stakeholder groups will be identified within the project area. This will allow the outreach team to determine and track the specific issues and concerns of these groups and address them in the outreach effort. Understanding the relevant issues for each target audience allows the project team to tailor an approach to each group based on their concern. Known stakeholders are listed in Attachment A.

A stakeholder database will be developed including contact information as well as areas of interest/concern for each group. This will provide SFCJPA with an information hub to track and respond to stakeholder concerns. This database will be updated as needed at key project milestones.

Some stakeholders, such as large property owners, will require additional involvement due to the possibility that alternatives under evaluation would impact their land. Because this project will evaluate the potential use of lands owned by Stanford University, the SFCJPA will work closely with the University throughout the planning process.

Key Message Development

To ensure consistent and clear communication, general language and topic-specific messages will be developed and tailored for use in informational materials, as well as talking points for speaking opportunities. Utilizing key messages will help maintain consistency in what information is relayed to the public, and when. This consistency will help avoid public confusion or contradiction in information shared by each of the project partners.

Messages will be designed to provide context as to how the multiple interests and objectives within the overall watershed are being addressed. These messages will be relayed in public meetings, key stakeholder meetings, all written materials, the media, and other agencies.

Key messages will address the relationship between the three core elements of the project: flood protection, ecosystem restoration, and recreational amenities that connect communities. The SFCJPA considers all of these elements vital to the overall success of the project.

Public Meetings

Public scoping meeting(s) and Draft Environmental Impact Report (DEIR) public meeting(s) will be held during the environmental review process to share information and receive input.

Scoping meeting(s) will be held prior to the start of the environmental analysis and alternatives development. These meetings will inform the public of the proposed action, the environmental process, and ask for input on the scope of resources analyzed in the DEIR. Informational materials, described below, will be utilized at these meetings. Scoping is a required element of the CEQA process.

Once the DEIR is released, public meeting(s) will be held to solicit input on the draft document. Stakeholders will be able to provide meaningful input orally or in written format. Specific time and locations of these meetings is yet to be determined and will align with key project milestones. Informational materials, mentioned below, will be utilized at these meetings as well. A meeting to allow comments on the DEIR is required by CEQA after the release of the draft document.

Comments received throughout the life of the project (during specified times) will inform the decisions of SFCJPA and help shape the project.

Informational Materials

To effectively inform target audiences about the project and planning process, collateral materials will be developed and distributed to support public meetings and other outreach efforts. All materials will be understandable to the public and designed for the project website. Materials will give context of other efforts in the watershed, address the purpose and need for the project, the project timeline, and ways to provide input. Below are examples of how information may be disseminated.

Project Newsletter / E-Newsletter

At the onset of the project, all contacts from the SFCJPA will be compiled in Constant Contact to be managed for the duration of the project. This one-page e-newsletter will provide updates on all project elements and will include hyperlinks to where stakeholders can learn more about each project element online. At key times in the project process beginning in 2013, in coordination with staff from the SFCJPA and its Member Agencies, ICF will provide content for six newsletters describing SFCJPA-related projects, the EIR process, background information, public participation opportunities, and schedule. The newsletters will be sent via email or mail to stakeholders (including agencies and elected officials), posted to the agency website and produced as hardcopies as needed.

As we anticipate approximately eight months between the scoping public comment period and the public DEIR comment period, SFCJPA may choose to provide a newsletter in autumn 2013 to keep stakeholders abreast of project status, the environmental process, and opportunities for input. This can serve to keep the public up-to-date, despite several months separating formal comment opportunities.

Fact Sheet and Frequently Asked Questions Page

ICF will provide content for two (2) fact sheets outlining the issues, approach, methodology, goals and objectives, and status of the project. These will be available in hard copy at public meetings, posted to the website and available via project partners (e.g., city hall and district lobby displays, libraries, community centers). Additionally, a frequently asked questions (FAQ) list compiling typical and anticipated questions and answers will provide information in a proactive manner. ICF will assist with the development of an FAQ which will be available online, at meetings, and via project partners.

Key Stakeholder Meeting

Prior to scoping, SFCJPA will engage key stakeholders (non-government organizations, environmental groups, interested resident and business groups) who may be *directly* affected by the project, in a small meeting format. The goal of this meeting in the second half of April 2013 will be to introduce the project, the suite of potential alternatives, and the Comprehensive Plan. This will also be an opportunity to highlight milestones within the project where input will be solicited, beginning with scoping in late-May 2013.

This meeting is intended to reach 10–15 people providing more direct engagement in which ideas and concerns can be clearly heard and shared face-to-face. This meeting will ensure that the SFCJPA receives input and identifies concerns early on in the process so that they may inform the project from the start. Maps and general project information will be presented to these groups. This meeting will likely occur in the second half of April.

Website Enhancements

The SFCJPA.org website will serve as the primary interface for this project and the agency as a whole. This will provide opportunities for people to subscribe to newsletter updates, learn more about the project, and be notified about project meetings.

Webpage text will be developed to add to the existing text the SFCJPA has online about this project. The new text will address the purpose and need of this project, the environmental process, input opportunities (meeting dates and times), and environmental and construction timeline. Meeting materials will also be posted on this site as a record of what was presented at each meeting and for those who were unable to attend. This provides the public with a one-stop shop for all information related to the project at any time. Text will be consistent with key messages. Information will be made available for posting to project partner and key stakeholder websites with links to the SFCJPA for additional resources.

To enhance the SFCJPA website, ICF would take professional, high-definition photographs to represent reaches of the project area for website posting. Additionally, a graphic location map will be developed with GPS points of each notable treatment, area of interest, and stretch of the project, to be posted on the web pages. The photos will then be correlated to each GPS point on the map. When the user clicks on each point, a photo and caption will pop up to give relevant information about that particular point in the project area.

The website will include a “Get Involved” page that allows interested parties to enter their full contact information, and solicit specific areas of interest related to flood risk-reduction efforts in the watershed. A simple, optional, quantitative survey will be developed to solicit these areas of interest from online visitors. All contact information received on the Web site will be fed into a stakeholder database to be utilized by the SFCJPA. Additionally, a “Resources” page may hyperlink to the Websites of partnering agencies, watershed stewardship groups, and other related Websites. This will allow the public to gain a holistic view of cooperating partners.

Meeting Presentations

An easily adaptable standard presentation will be developed to stage the environmental review process. This presentation can be used at key stakeholder, scoping, and public meetings. ICF will assist the SFCJPA in developing a PowerPoint presentation template, which the project team can tailor according to meeting needs and audience.

Described below are additional informational materials that can be developed to specifically support the public scoping and DEIR meetings.

- **Public Meeting Announcement**—The announcement, in the form of a one-page letter with graphics, will provide brief information about the purpose of the meeting, along with details about meeting location and time. This can be mailed to stakeholders or posted in common spaces.
- **Advertisements**—Paid display advertisements in major local papers will be secured to generate publicity for the meetings and ensure a wide audience, outside the immediate area of impact, is notified. These could also be enlarged and displayed at key public venues, such as city hall, libraries, grocery stores and community centers.
- **Displays Boards**—Display boards will be prepared to provide visual information on a large scale. These may include maps, process descriptions, project purpose and need, environmental review process and public input opportunities.

Media Relations

ICF may assist the SFCJPA with a media outreach approach outlining how information will be disseminated to regional news outlets (e.g., news releases, advisories at project milestones, and opinion editorials), and develop press packets. SFCJPA Board and staff will take the lead on media relations, consistent with the key messages that have been developed for the project.

The SFCJPA will pursue long-lead stories and/or a comprehensive system-wide expose with key reporters covering the agency and flood events. This will provide the SFCJPA an opportunity to further educate the media on the Comprehensive Plan and fully explain the individual/phased projects.

Summary of Public Involvement Opportunities and Schedule

- One small stakeholder meeting (April 2013)
- Scoping Meeting(s) (Second half of May/early June 2013).
- Potential booths at well-attended local events (ongoing)
- Public DEIR Meeting and Comment Period (Early 2014)

| 2013 TASKS | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|---|-----|-----|-------|-----|------|------|-----|------|-----|-----|-----|
| Planning | — | | | | | | | | | | |
| Stakeholder identification | — | — | | | | | | | | | |
| Draft Materials | | — | — | — | | | | — | | | — |
| Meetings w/ stakeholders & impacted areas | | | — | — | — | | | — | | — | |
| Scoping | | | | — | — | | | | | | |
| Media Advisories | | | | — | | | | — | | | — |
| Roadshow/Events | | | — | — | — | | | — | — | | |

Evaluation of Outreach Plan Implementation

The evaluation of Plan implementation will occur periodically throughout the project and adjustments will be made accordingly. As such, this Plan and associated outreach practices will be revised as appropriate to align with new or changed conditions and goals. We can, however, gauge our efforts and effectiveness on multiple levels, including those described below.

- Assess the level of stakeholder understanding of the current environmental process, project status and goals.
- Assess the level of stakeholder satisfaction that the process is transparent and project goals are understandable.
- Determine the public sentiment of whether public comments are being heard and understood.
- Determine the ability to maintain open and consistent lines of communication with cooperating and participating agencies.
- Quantify the number of individuals participating in public meetings, small group discussions, etc., as well as the number of independent comments received.

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Attachment A – Draft Stakeholder List

ID 20 Stakeholders for mid-April meeting

Federal, State, and Regional Gov't

Agencies

USACE
NOAA / NMFS
USFWS
CDFW
CDWR
Caltrans
RWQCB
MPROSD
ABAG / Bay Trail

Local Government Entities & Programs

Bay Area IRWMP
City of East Palo Alto
City of Menlo Park
City of Palo Alto
City Park Departments
 Community Services Dept (MP)
 Open Space, Parks & Golf Admin (PA)
 Youth & Family Services (EPA)
San Mateo County
Santa Clara County
SCVURPPP (Santa Clara Storm water)
SCVWD
SFPUC
San Mateo C/CAG Water Pollution Prevention

Neighborhood Associations

Palo Alto

Palo Alto Area Neighborhoods (PAN)
Crescent Park Neighborhood Association
Duveneck/St. Francis Neighborhood Assn.
Downtown North Neighborhood Assoc.
Community Center Neighbors Association
Leland Manor
Middlefield Road Residents' Association
Evergreen Park
Southgate Neighborhood Watch

Menlo Park

Creekshire Group
Linfield Oaks
Willows Neighborhood Association

East Palo Alto

Cummings Park
Gardens Neighborhood Association
Gateway 101
University Circle
University Palms Senior Center

Private Institutions

German American School
Stanford University

NGOs

ACTERRA
American Rivers
Beyond Searsville Dam
CLEAN South Bay
Collective Roots
Committee for Green Foothills
Linked In (EPA community non-profit)
Portola Valley Open Space Acquisition Adv. Comm.
San Francisco Bay Joint Venture
San Francisco Estuary Institute
Santa Clara County Creeks Coalition
Santa Clara Valley Audubon Society
Sequoia Audubon Society
South Valley Streams for Tomorrow
Save the Bay
Urban Creeks Council

Local Businesses

Chambers of Commerce
East Palo Alto Community Farmers Market
Edgewood Plaza merchants
Mi Pueblo Grocery
Willows neighborhood merchants
Property Owners and Tenants
University Square/Gateway 101

Utilities

PG&E
City of Palo Alto Utilities
Local sanitation districts

School Districts

Menlo Park City School District
Palo Alto Unified School District
Ravenswood City School District
Sequoia Union High School District

Individual Stakeholders

Local Churches
Trail Groups
PAMP (Parent's Club)

Local Media

Palo Alto Weekly / The Almanac
East Palo Alto Today
EPA.net
Palo Alto Daily Post
East Palo Alto Today
San Jose Mercury News
Palo Alto Daily News