



# Public Involvement Plan

## Technical Memorandum #7

Paradise Sewer Project

March 15, 2022



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**Revision Log:**

Revision No.	Date	Description of Changes	Author	Reviewed	Approved

# 1. INTRODUCTION

## Background

The Town of Paradise (Town) is implementing the Paradise Sewer Project (Project), which involves identifying and implementing a long-term solution for wastewater collection, transport and treatment from properties identified in the proposed sewer service area, which is encompassed by Clark Road, Skyway and Pearson Road. HDR is under contract to assist the Town with the first two phases of the Project – final selection of a wastewater alternative (Phase 1) and preparation of an Environmental Impact Report (EIR) covering the selected alternative (Phase 2). The results of Phase 1 were contained in six technical memoranda plus a Phase 1 Executive Summary. This technical memorandum (TM) is part of the Phase 2 effort.

## Public Involvement Plan

This Public Involvement Plan (PIP) is a strategic document to support the successful completion of Phase 2 of the Paradise Sewer Project, serving as the roadmap for public information and awareness about the project and environmental process. The PIP is designed to provide communication guidelines for stakeholder and public engagement as well as facilitate consistent messages, practices, and documentation for the project. The PIP is a living document that can be amended as necessary as the project moves from Phase 2 into future phases.

## Project Benefits

A goal of the outreach efforts is to convey to the public the many benefits the Project will bring to the region, including:

- Provide wastewater disposal surety to help businesses and jobs return to Paradise and spur on recovery
- Allow for more densely-populated residential development in the Town to help increase affordable housing
- Improve Paradise groundwater quality by decreasing septic tank discharges

- Create a wastewater solution supported by the Central Valley Regional Water Quality Control Board and partner agencies to help create opportunities for additional funding

## 2. PROJECT PARTNERS

The Project requires strategic collaboration with various project partners. The Town is coordinating closely with the City of Chico on the selected regional alternative that involves piping wastewater from the Town to the Chico Water Pollution Control Plant (WPCP). In addition, a significant portion of this pipeline passes through unincorporated areas of Butte County and so the Town is working with Butte County Public Works Department to address their requirements. The Butte Local Agency Formation Commission (LAFCo) will ultimately need to approve the providing of wastewater treatment service by the City of Chico to the Town. Lastly, the Town and City Councils formed a Sewer Regionalization Project Advisory Committee (Advisory Committee), which is working to develop an inter-municipal agreement for the City to provide the Town with wastewater treatment services. This Advisory Committee, made up of the Town and City's Mayors and Vice Mayors, is also monitoring overall project progress (i.e., EIR process, associated public comment periods) as well as providing updates and recommendations back to the two Councils. Activities and meetings for the Advisory Committee are being facilitated by the Central Valley Regional Water Quality Control Board.

## 3. PIP GOALS

The PIP was created with these goals in mind:

- Outline and coordinate public outreach activities being conducted during Phase 2 of the project, including those related to the EIR and Advisory Committee
- Implement required public outreach activities and coordinate efforts with Town's overall Recovery efforts
- Support an open and transparent process for all Phase 2 activities
- Provide timely and effective information at key milestones with opportunities for effective public engagement/input throughout the planning and environmental process
- Use traditional and online digital engagement strategies/tactics to broaden reach as well as connect with target audiences
- Engage key local and regional stakeholders as well as the general public to foster and maintain lasting relationships while promptly addressing concerns (e.g., growth inducement/who connects, etc.) as they arise
- Build understanding, awareness, and support for the project, particularly through certification of the EIR by the Paradise Town Council

## 4. COMMUNICATIONS / ENGAGEMENT APPROACH

During these unprecedented times of COVID-19 and the evolving health mandate for social distancing and quarantines, effective communication and the ability to reach target audiences is even more challenging. Therefore, the Town will create messaging that is relevant, speaks to public concerns, garners attention, and resonates while leaning on safe, remote engagement methods and strategies that allow the project to continue forward.

While regular and ongoing communications will occur throughout the project's planning efforts, there are five key milestones that will trigger a proactive communications program to share progress and seek informed input:

- **Milestone 1: Kick-Off / Environmental Scoping:** Introduce the project and gather input (part of NOP public scoping period)
- **Milestone 2: Project Progress:** Maintain engagement and build understanding/ awareness of project activities, primarily through the public website
- **Milestone 3: Draft EIR Circulation:** Share project information and facilitating public commenting on the Draft EIR
- **Milestone 4: Final EIR:** Publish Final EIR, seek input and build understanding/awareness of the project decision and next steps
- **Milestone 5: Adoption of Inter-Municipal Agreement:** Foster support at the Paradise Town Council and Chico City Council

At each key milestone, the project team will work with the Town to agree on project messaging, set expectations, and address concerns prior to engaging the public. Key Town staff will serve as “stakeholder ambassadors” to share project messaging with community groups to maximize public awareness.

## 5. PIP COMPONENTS

The components of the PIP are described in further detail below.

### Development of Educational Messaging

Clear, concise messages will create a consistent voice and aid in educating the public about the variety of elements that relate to the project as well as form the “project givens” and outline areas for public input. A website ([www.paradisesewer.com](http://www.paradisesewer.com)) will be developed and maintained throughout the project and used as a resource by the project team, elected officials, and the public.



## Collateral Materials

While the primary communication tool will be the website, additional informational materials can be developed to educate and build awareness about the project. Such materials may include Frequently Asked Questions (FAQs), fact sheets, mailers, electronic noticing, presentations, display boards, comment cards, project maps/renderings, etc.

## Digital Media

The following digital media can be employed:

- **Website:** Interactive and ADA compliant project-specific website to act as the main hub of information for project. Includes an identifiable URL ([www.paradisesewer.com](http://www.paradisesewer.com)) for easy recognition and quick navigation for public engagement details and input submissions via online forms. Will also include a Virtual Room to facilitate review of the Project’s Draft Environmental Impact Report (EIR).
- **On-line Public Meetings:** Public meetings may be held on-line to supplement or replace in-person meetings.

## Social Media

The project team will leverage the Town’s existing social platforms to share information.

## Stakeholder and Public Engagement

Public engagement is a foundational element within this PIP. Whether it is engagement with the project team, Advisory Committee, key stakeholders or the general public, there are a number of tools and tactics to be deployed that adhere to the current COVID-19 state of affairs for California residents. There are also additional strategies that address how to inform, educate and build awareness during formal public comment periods. See Table 1 for a summary of potential stakeholder and public engagement activities.

**Table 1. Summary of Potential Stakeholder and Public Engagement Activities**

TOOL & TACTIC	PURPOSE	ACTIVITY
<ul style="list-style-type: none"> <li>• Project team meetings</li> <li>• Partner meetings</li> <li>• Advisory Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing coordination</li> <li>• Information sharing</li> <li>• Decision making and documentation</li> </ul>	<b>Promotion:</b> <ul style="list-style-type: none"> <li>• Telephone, e-mail, SharePoint</li> </ul>
		<b>Engagement:</b> <ul style="list-style-type: none"> <li>• Telephone and e-mail</li> <li>• Virtual meetings (e.g., Webex, Zoom, GoToMeetings)</li> </ul>
<ul style="list-style-type: none"> <li>• Presentations to local groups</li> <li>• Other stakeholder collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Proactively bring project to stakeholders</li> </ul>	<b>Promotion:</b> <ul style="list-style-type: none"> <li>• Telephone, mailers, e-blasts</li> </ul>
		<b>Engagement:</b> <ul style="list-style-type: none"> <li>• Telephone interviews</li> <li>• Webinars (e.g., Teams, Webex, Zoom)</li> <li>• Live meetings (when allowed)</li> </ul>



TOOL & TACTIC	PURPOSE	ACTIVITY
<ul style="list-style-type: none"> <li>Public Meetings)</li> </ul>	<ul style="list-style-type: none"> <li>Provide project information to general public</li> <li>Build awareness and promote opportunities for input</li> </ul>	<p><b>Promotion/Distribution:</b></p> <ul style="list-style-type: none"> <li>Mailers</li> <li>E-blasts</li> <li>Website notices</li> <li>Press releases</li> <li>Social media posts and ads</li> </ul> <hr/> <p><b>Engagement:</b></p> <ul style="list-style-type: none"> <li>Virtual public meeting (Teams, Webex, Zoom, etc.) and in-person meetings</li> <li>Comments submittal (electronic via website, email, phone or mail)</li> </ul>