



SAN FRANCISQUITO CREEK
JOINT POWERS AUTHORITY
sfcjpa.org

East Palo Alto, Menlo Park, Palo Alto, San Mateo County Flood Control District, and the Santa Clara Valley Water District

**Notice of Regular Meeting of the
SAN FRANCISQUITO CREEK JOINT POWERS AUTHORITY BOARD
City of Palo Alto Council Chambers
250 Hamilton Avenue, Palo Alto, California
Thursday, March 28, 2013 at 4:00 p.m.**

AGENDA

- 1) ROLL CALL
- 2) APPROVAL OF MEETING MINUTES – February 28, 2013 Board meeting
- 3) APPROVAL OF AGENDA
- 4) PUBLIC COMMENT – *Members of the public may speak for up to three minutes on items not on the Agenda. They may address the Board on any Agenda item when that item is considered by the Board.*
- 5) REGULAR BUSINESS – EXECUTIVE DIRECTOR'S REPORT
 - a) Discuss S.F. Bay-Highway 101 project construction planning
 - b) Receive and discuss the Draft Public Outreach Plan for the Environmental Impact Report for project elements upstream of Highway 101
 - c) Approve sending a letter in support of a proposal to the State for a Flood Emergency Response Project grant to enhance the existing early warning system
 - d) Approve the Fiscal Year 2013-14 Operating Budget
- 6) BOARD MEMBER MATTERS - *Non-agendized comments, requests, or announcements by Board members; no action may be taken.*
- 7) ADJOURNMENT

PLEASE NOTE: This Board meeting Agenda can be viewed online by 4:00 p.m. on March 25, 2013 at www.sfcjpa.org -- click on the "Meetings" tab near the top. Supporting documents related to the Agenda items listed above will be available at the same online location by 4:00 p.m. on March 26, 2013.

NEXT MEETING: Regular Board meeting, April 25, 2013 at 4:00 p.m., Menlo Park City Council Chambers.

San Francisquito Creek Joint Powers Authority

March 28, 2013 Regular Board Meeting

Agenda Item 2

February 28, 2013 Board Meeting Minutes

Chairperson Burt called the meeting to order at 4:10 p.m. at the City of East Palo Alto Council Chambers, East Palo Alto, CA.

DRAFT

1) ROLL CALL

Members Present: Director Burt, City of Palo Alto
Director Keith, City of Menlo Park
Director Abrica, City of East Palo Alto
Director Schmidt, Santa Clara Valley Water District

Members Absent: Director Pine, San Mateo County Flood Control District

Alternates Present: Director Slocum, San Mateo County Flood Control District
Director Carlton, City of Menlo Park (in audience)

JPA Staff Present: Len Materman, Executive Director
Kevin Murray, Staff
Miyko Harris-Parker, Staff

Legal Counsel Present: Greg Stepanicich

Others Present: Jerry Hearn, Portola Valley resident; Art Kraemer, Crescent Park Neighborhood Association; Joe Teresi, City of Palo Alto; Chris Elias, Santa Clara Valley Water District; Philippe Cohen, Jasper Ridge Biological Reserve; Jean McCown Stanford; Tom Zigterman, Stanford; Matthew Jones, ICF; Karen Sunback, League of Women Voters; Jeff Norris, San Mateo County OES; Margaret Cardiel; Bob Gomez

2) APPROVAL OF MEETING MINUTES – February 28, 2013

Director Keith moved approval of the February 28, 2013 meeting minutes. Director Schmidt seconded with a request to clarify the second sentence of the top paragraph on page 6 by striking the words “it is a problem” and replacing them with “the problem of having sufficient on-call resources”. Director Slocum noted that his name was misspelled on pages 8 and 9. February 28, 2013 minutes approved with noted changes unanimously 5-0.

3) APPROVAL OF AGENDA

Director Schmidt motioned to approve the agenda. Director Abricia seconded. Agenda approved 5-0.

4) PUBLIC COMMENT

Jerry Hearn, Portola Valley resident, provided the Board with a copy of a recent article on water issues. Mr. Hearn made an announcement to the Board saying that as a result of the Watershed Summit there was a lot of interest in reinstalling what the Watershed Council had been doing which was having forums where all of the watershed stakeholders would get together on a monthly/quarterly basis. Mr. Hearn said that Acterra would be hosting a Peninsula Watershed Forum on Tuesday March 19, 2013. Mr. Hearn noted that there are already forty people signed up and that Acterra is intending to hold these meetings quarterly.

San Francisquito Creek Joint Powers Authority

March 28, 2013 Regular Board Meeting

Agenda Item 2

February 28, 2013 Board Meeting Minutes

5) REGULAR BUSINESS

Adopt the 2013 schedule of Regular Board meetings

Mr. Materman asked the Board to approve a resolution adopting the 2013 Board meeting schedule. Director Schmidt motioned to approve Resolution # 13-2-28 to adopt the 2013 schedule of Regular Board meetings. Director Keith Seconded. Resolution #13-2-28 to adopt the 2013 schedule of Regular Board meetings approved unanimously 5-0.

Review the Fiscal Year 2012-2013 Operating Budget mid-year, and look ahead to Fiscal Year 2013-14

Mr. Materman briefly reviewed the 2012-2013 mid-year operating budget noting that the estimated total revenue at fiscal year-end is expected to be approximately \$550,000, which is less than the approved budget revenue because we have not had access the funds from the State Department of Water Resources grant due to the State's contract process taking longer than anticipated. Mr. Materman also noted that the estimated expenses for the 2012-13 year end are expected to be close to this revenue number instead of the \$617,075 that was budgeted due to savings in contract services and administration.

Mr. Materman reminded the Board that the FY 2012-2013 Operating Budget was approved with a per-member agency increase of \$10,000, and the intent of the Board was to seek an additional \$10,000 per member agency increase for the FY 2013-2014 Operating Budget. Mr. Materman told the Board that he would propose a detailed draft FY 2013-14 operating budget with an increase per member agency of \$10,000 that will allow the JPA to move forward with capital project design/construction, environmental and recreation planning, explore a special financing district, continue efforts at grant writing, outreach, and emergency preparedness. Mr. Materman said that he also wants to ensure that this budget recognizes the SFCJPA staff for the substantial progress made by the Authority over the past four years and that he will be proposing to the Board a request for either a COLA increase for SFCJPA staff and himself who have not had either a COLA or merit increase since 2009 and 2008 respectively.

Director Keith told the Board that she and Director Pine, as the two members of the Finance Committee, met with Mr. Materman and Ms. Harris-Parker after the last audit review to go over the proposed draft FY 2013-14 operating budget and it looked good. Director Schmidt asked if compensation for SFCJPA staff fell under the Personnel Committee purview. Mr. Materman responded explaining that the SFCJPA Personnel Committee reviews the Executive Director and the Finance Committee reviews the budget and audit, and that he viewed a cost of living adjustment as a financial question. Director Schmidt asked if the COLA increase had been captured in last year's initial FY request of \$20,000. Mr. Materman responded saying that the \$20,000 increase was made to stem the agency's diminishing reserves and that there was not and still is not a specific amount on how a COLA increase would fit in. Chairperson Burt commented that he recalled in the broader discussion of the FY 2012-13 budget approval the issue that staff had not had a COLA in a number of years but that there had not been a more in depth conversation than that. Director Schmidt asked Mr. Materman if he thought the COLA percentage that would be proposed would be something we could fit within the \$10,000 increase. Mr. Materman replied saying yes.

San Francisquito Creek Joint Powers Authority

March 28, 2013 Regular Board Meeting

Agenda Item 2

February 28, 2013 Board Meeting Minutes

Director Keith commented that the Board had been prepared for the \$10,000 increase this year so there are no surprises and that the agency will be dipping into reserves fairly quickly if we do not have that increase.

Discuss the actions necessary to begin construction of the S.F. Bay-Highway 101 project
Mr. Materman provided the Board with a list of items needed to be completed to begin construction of the S.F. Bay-Highway 101 project which includes; securing state and federal permits, getting PG&E to order long-lead materials and then complete its work on both gas and electrical transmission line relocations, drafting the maintenance agreement, completing the review of the construction management and construction funding agreements and easements on the Palo Alto and East Palo Alto sides.

Director Keith asked if there will be an issue with cross bores. Mr. Materman and Mr. Murray responded saying that there will not be an issue with cross bores.

Director Schmidt asked if it would be useful to have HDR come to a SFCJPA meeting to talk about where things are. Mr. Materman said that we should provide HDR with all of our comments, get their reaction to those comments then perhaps have a discussion at one of our Board meetings. Director Schmidt asked SCVWD staff if they had any comments regarding this issue. Mr. Elias responded saying that it was not appropriate for the SCVWD to weigh in on the issue as the contract is between the SFCJPA and HDR.

Director Schmidt asked when the drafts construction funding agreement was sent to SCVWD. Mr. Murray said the agreements were sent on December 21, 2012. Director Schmidt asked SCVWD staff for a status update. Melanie Richardson, SCVWD, responded saying that SCVWD staff believes that they can have the agreement back within the next week or two.

Director Abrica asked how easements are being handled. Mr. Murray replied saying that the City of Palo Alto owns the land that the levee was built on and that San Mateo County had the easements, which were transferred to East Palo Alto when that City was incorporated.

Director Keith asked what square footage is needed on the American Self Storage site. Mr. Materman responded saying that we are not sure, but that the area looks to be about 100 feet long and 10 feet wide. Director Abrica asked for clarification on whether the area had started to collapse. Mr. Murray replied saying that we would need to send out a survey crew to verify that information. Director Keith asked if American Self Storage would have to move. Mr. Murray responded saying no, that the worst case scenario is that they may have to reconfigure their property but that we will not be encroaching near their buildings.

Chairperson Burt said that he had spoken to a Santa Clara County PG&E Government Relations representative who indicated that the gating issue was from the EIR on the golf course. Mr. Teresi responded saying that the environmental clearance for PG&E is included in the SFCJPA's environmental document, which has already been certified, and not the golf course EIR. Chairperson Burt directed staff to follow up with PG&E to make sure all sides are up to date on our project status. Chairperson Burt also suggested that staff create a document/chart that can display each task of the project with the lead agency responsible for each task and the anticipated time needed to complete each task.

San Francisquito Creek Joint Powers Authority

March 28, 2013 Regular Board Meeting

Agenda Item 2

February 28, 2013 Board Meeting Minutes

Mr. Materman introduced Matthew Jones of ICF Jones and Stokes who gave a brief summary of all of the necessary regulatory permit applications that will be submitted. Mr. Materman told the Board that the total cost of the permit applications is \$100,183.71 and that the funds will be paid by the SFCJPA out of the reserves account and later reimbursed by the State Department of Water Resources grant and some available funds within our S.F. Bay-Highway 101 project Funding Agreement.

Director Schmidt commented on the fact that we will need to go through at least one more rainy season with the levees that we have and he asked for some clarity on how strong the levees are after the recent flooding and is there anything we need to do to strengthen the levees to get through the rainy season. Mr. Murray responded saying we do not know as maintenance for the levees falls outside of this agency. Mr. Murray said that he knows the City of East Palo Alto has been working with the Army Corps of Engineers to secure emergency permits for some of the work they need to do and SCVWD is responsible for the levees on the on the Palo Alto side of the creek.

Director Schmidt asked if we should agendize this topic for a future Board meeting. Chairperson Burt commented that given that we are a flood control agency for this watershed our purview does not include the maintenance of the existing levees and it is a widely held assumption in the eyes of the public that because we have a flood control agency we also have ownership responsibility for the maintenance of the existing levees. Chairperson Burt said that we are an agency that is committed to flood protection and he agrees that we want to be as engaged as we can be and we want to make sure that there is a communications process that does delineate respective responsibilities.

Director Abrica stated that the City of East Palo Alto did get one permit from the Army Corps for the upstream portion of the creek bank.

Mr. Materman responded that he would invite staff from the cities and SCVWD to inform the Board of their understanding of the condition of the levees downstream of Highway 101, in light of the fact that they will have to withstand at least one more rainy season.

Chairperson Burt asked Director Slocum about resources that San Mateo County may have available to help with the weakened levees. Director Slocum said that he would take the question to Director Pine.

Director Schmidt motioned to approve authorizing the Executive Director to apply for the regulatory permits required to construct the S.F. Bay-Highway 101 capital project and to pay the application fees for those permits, which total \$100,183.71. Director Abrica seconded. Motion to authorize the Executive Director to apply for the regulatory permits required to construct the S.F. Bay-Highway 101 capital project and to pay the application fees for those permits, which total \$100,183.71 passed unanimously 5-0.

Art Kraemer, Palo Alto resident addressed the Board saying that it has been fifteen years and not one house has been protected.

San Francisquito Creek Joint Powers Authority

March 28, 2013 Regular Board Meeting

Agenda Item 2

February 28, 2013 Board Meeting Minutes

Discuss Stanford University's Searsville Alternatives Study and its Advisory Group of stakeholders

Jean McCown spoke to the Board about the Searsville Advisory Group, which is composed of key stakeholders. Ms. McCown noted that Mr. Materman as the Executive Director of the SFCJPA was asked to be a member of the advisory group and that elected representatives of local jurisdictions had been asked to represent their jurisdictions, including members from the SFCJPA member agencies that sit on the SFCJPA Board. Ms. McCown said that Stanford would like to have up to two SFCJPA Board members be primary members of the advisory group and two Board members be alternate members of the advisory group. Chairperson Burt commented that there were four SFCJPA Board members interested in being a part of the advisory group. Ms. McCown offered to have Stanford choose the positions. No Board was action required as Ms. McCown stated that Stanford would soon select the members and alternate members for its advisory group from among the SFCJPA Board and notify the Board members of its decision.

6) BOARD AND ASSOCIATE MEMBER MATTERS - *Non-agendized comments, requests, or announcements by Board and/or Associate members, no action may be taken*

Director Abrica announced that per an e-mail shown to him by Director Slocum and verified by East Palo Alto staff members, the Governor signed the emergency declaration proclamation from the City of East Palo Alto and the County of San Mateo. Director Abrica thanked everyone for all of their work. Chairperson Burt noted that it was his understanding that this was the first emergency proclamation that the current Governor had signed.

7) ADJOURNMENT:

Chairperson Burt adjourned the meeting at 5:34 pm

Minutes Prepared by Clerk of the Board: Miyko Harris-Parker

San Francisquito Creek Joint Powers Authority
March 28, 2013 Board Meeting
Agenda Item 5
Executive Director's Report

With the help of Kevin Murray and Miyko Harris-Parker, I am pleased to submit the following:

a) Discuss S.F. Bay-Highway 101 project construction planning

At the February 28 Board meeting, we discussed the issues that must be addressed prior to beginning construction of the S.F. Bay-Highway 101 project. At that meeting, SFCJPA and Member Agency staff mentioned their ongoing efforts to make progress in this area, and the related topic of the condition of the levees in the reach following the December 23, 2012 flood. Also at the February 28 Board meeting, we discussed the permit application process and asked the Board to approve the filing of regulatory permits, including fees in excess of \$100,000 for those permits.

On March 19th, the SFCJPA hosted a meeting with the four other agencies working on our S.F. Bay-Highway 101 project (Santa Clara Valley Water District (SCVWD), City of Palo Alto, City of East Palo Alto, and San Mateo County Flood Control District) to discuss these issues and begin planning the construction of the project. Items discussed included:

- Completing inter-agency agreements
- Finalizing project Plans & Specifications, which we have generally referred to as design
- Acquiring state and federal permits
- Acquiring property easements on both sides of the creek
- Facilitating and coordinating work by PG&E (electrical and gas transmission lines), East Palo Alto Sanitary District, and City of Palo Alto on their golf course reconfiguration project
- Sequencing project construction to reduce risk before project construction is complete, particularly given damage to the levees in this reach in December

There are many items of follow-up by staff from these agencies, with anticipated timelines for the completion of these items. Additionally, with SCVWD staff we have prepared an overall draft timeline of activities with a basic assessment of the risk each poses to the construction schedule. We will discuss these items at this Board meeting, and no action is requested of the Board in regards to them.

b) Receive and discuss the Draft Public Outreach Plan for the Environmental Impact Report for project elements upstream of Highway 101

The SFCJPA has begun the process to prepare an Environmental Impact Report for our comprehensive project, and its several distinct project elements, upstream of Highway 101. This project would provide flood protection for the affected communities against the 100-year flood event, as well as ecosystem restoration in the riparian environment at or nearby these project elements, and recreational opportunities that connect these communities to each other and to the creek.

This effort will include project-level evaluation to enable the construction of new or modified bridges and widened channel bottlenecks, which would achieve approximately 50-year flood protection. The EIR also includes program-level evaluation of three alternatives that would increase flood protection to 100-year level, and it will produce a document that describes and unifies these and other projects for the communities and potential funders.

San Francisquito Creek Joint Powers Authority
March 28, 2013 Board Meeting
Agenda Item 5
Executive Director's Report

This is a very complex project, or suite of projects, with many different agencies having different roles in the funding or design of various project elements. It is important that the general public and stakeholders understand the overall project objectives, how the project elements fit together to meet those objectives, and how they can efficiently participate in the process. The SFCJPA's EIR is meant to bring these needs together in a cohesive and easily understood process and document.

The public should have one access point – the SFCJPA – to obtain overall project information and provide feedback. To help our agency fulfill that role, as part of the EIR, we have asked our EIR consultant, ICF, to propose a robust Public Outreach Plan to explain and enhance the environmental review process, and the ultimate success of the document. Through this outreach, the SFCJPA will consider and incorporate the interests of the project partners, property owners, residents and businesses, as well as conservation and recreational interests, community and nongovernmental organizations, elected officials, and other interested members of the general public.

It is important to note that all of the Member Agencies have a major role to play in public outreach, and a member of the public seeking detailed information about a particular project element (such as a new bridge design), will be encouraged to access information from the SFCJPA Member Agency leading that particular element of the overall project.

At this Board meeting, individuals leading the public outreach effort on behalf of ICF will present to the Board highlights of the attached Draft Outreach Plan, which SFCJPA staff has reviewed. We are seeking comments and suggestions from Board members, the public, and separately from Member Agency staff, so that we may finalize the Plan and begin to implement the activities described within it.

c) Approve sending a letter in support of a proposal to the State for a Flood Emergency Response Project grant to enhance the existing early warning system

At the first two Board meetings this year, we discussed an effort by the SFCJPA, City of Palo Alto, Santa Clara Valley Water District (SCVWD), and Stanford University, to improve the existing San Francisquito Creek flood early warning system, which is substantially contained within the City of Palo Alto's Creek Monitor website. This project can be divided into three simultaneous efforts:

- 1) collect weather, rainfall and stream flow information that provides more data points and synthesizes data for more advanced notice;
- 2) interpret data to anticipate when and where the creek may overtop and where water is likely to go;
- 3) create online and other communications tools that clearly describe the level of expected threat.

In late February, SFCJPA staff identified a potential funding source that could significantly enhance the first and third of these efforts, data collection and synthesis, and communications tools. The California Department of Water Resources' Flood Emergency Response Project grant program (<http://www.water.ca.gov/floodmgmt/hafoo/fob/floodER/>), assists local agencies with the implementation of flood emergency planning, preparedness, and response activities. One of the activities specifically listed as a priority for grant funding is the "collecting and exchanging of flood information (static as well as real-time information) and integrating information into a common operational picture".

Since the City of Palo Alto operates the current online early warning system, and since a grant applicant must be an agency that has a primary role in emergency response, the SFCJPA asked the City to apply for the grant on behalf of the project partners. At their April 1, 2013 meeting, the Palo Alto City Council will consider approving a resolution authorizing the City Manager to apply for these grant funds.

San Francisquito Creek Joint Powers Authority
March 28, 2013 Board Meeting
Agenda Item 5
Executive Director's Report

SFCJPA's Project Manager is preparing the grant proposal with the assistance of staff from the project partners, including the City of East Palo Alto, which may benefit from this in conjunction with its participation in FEMA's Community Rating System program. The grant would fund the hiring of a consultant to integrate the existing and new equipment into a unified monitoring system and public website and notification system. Existing equipment includes Palo Alto's rain gauge at Foothills Park, the SFCJPA's rain gauge at Huddart Park, Stanford's stream flow gauges at Searsville Dam, Bear Creek and Los Trancos Creek, and Palo Alto's water surface elevation monitors at bridges downstream of El Camino Real. The SCVWD has committed to installing new rainfall gauges at a few sites in the upper watershed, and is working with SFCJPA staff on this effort.

The City will be the grant applicant, and if awarded, will sign the grant contract with the State. Invoices and reporting related to the grant will be prepared by the SFCJPA and signed by the City for submittal to the Department of Water Resources (DWR).

In order to demonstrate the importance and regional nature of the effort, and our agency's commitment to implementing the project, I request that the Board approve sending a version of the attached letter to DWR.

Proposed Board Action: Approve sending a letter (draft attached) in support of a City of Palo Alto proposal for a California Department of Water Resources Flood Emergency Response Project grant.

d) Approve the Fiscal Year 2013-14 Operating Budget

At the February 28 Board meeting, we discussed in general terms the current Fiscal Year 2012-13 Operating Budget and the key points being formulated for the following year, FY 2013-14 Operating Budget. The highlights of the current year budget are that the Board approved a FY 2012-13 budget (attached) that anticipated an income of \$591,500 and expenses of \$617,075. At the end of this fiscal year in three months, I anticipate income of about \$541,000 and expenses totaling \$552,000, primarily due to reduced income and expenses for grant administration from the State, and savings in project consultants. At the conclusion of our fiscal year, following reimbursement by the State for project administration and reimbursement from the S.F. Bay-Highway 101 project to costs associated with the project paid out of SFCJPA Operating funds, our reserves will be maintained at about \$210,000, which is equal to about four months of operations.

As we discussed previously, the proposed budget for the next fiscal year, FY2013-14, includes a contribution request of \$118,000 per Member Agency, which represented an increase of \$10,000 from the previous year. This \$590,000 of income from the five Member Agencies will be augmented by an anticipated \$30,000 in funding from the State DWR grant for administration and reporting, and \$1,500 in interest income, for a total projected income of \$621,500.

At this Board meeting, I propose the attached budget that balances this anticipated income with expenses of \$620,017. Under this budget, SFCJPA would remain very lean, with an administrative budget that is just over 7% of the total budget, and a contingency of less than 2% of the total budget.

As we discussed previously, my priorities in putting together this budget are to: 1) give us the capability to move forward with our Member Agencies on capital project design and construction, environmental and recreational planning, special finance district formation, grant writing, outreach, and emergency notification, and 2) recognizes the substantial workload this represents for the small SFCJPA staff and the substantial progress we've made over the past four years.

San Francisquito Creek Joint Powers Authority
March 28, 2013 Board Meeting
Agenda Item 5
Executive Director's Report

In regards to the first priority, our funding agreement with Member Agencies, principally the SCVWD, will allow us to effectively pursue most of our capital project planning, design, and outreach work. Additionally, we are looking to grants we have already secured from the State, and grants we are yet to secure, to allow us to administer these grants and enhance our early warning capabilities. Finally, as we look toward a possible new special finance district, the Consultants Field within our budget will be called upon to hire a firm to further define our opportunities.

In regards the second priority, providing fair compensation to staff, we appreciate the Board's comments at the last Board meeting reflecting willingness to approving a cost of living adjustment (or allowance), effective at the beginning of the next fiscal year.

The last time the SFCJPA's Project Manager and Manager of Finance and Administration received a COLA increase, or any salary increase, was February 2009 (the Board has not approved a change to my salary since I began in August 2008). In February 2009, the SFCJPA's capital budget was zero, it had not yet hired a consultant to analyze project alternatives to a S.F. Bay-Highway 101 capital project, had not secured State funding for major capital work including a new Bay levee system north of the creek, and we were not developing a vision for this area that includes flood protection, ecosystem restoration, and recreational amenities that connect communities or serving the communities united by San Francisquito Creek in ways that go well beyond the original purposes of the agency. We are doing this now, due in large measure to the vision of the SFCJPA Board and the support of Member Agency staff, and to due to the work of SFCJPA staff.

To determine the appropriate COLA to apply to SFCJPA staff now, I consulted the website of the U.S. Bureau of Labor Statistics Consumer Price Index (CPI) for the San Francisco Bay area (<http://www.bls.gov/ro9/cpisanf.htm>). Between February 2009 and February 2013, the S.F. Bay Area CPI has increased 8.9%. Because this proposed Board action would be effective in July 2013, the CPI between increases will be higher, possibly above 10%. In the attached budget, I propose a COLA increase of 8.0%, which, for all three agency employees would result in a cost to the agency of just under \$20,000 per year. Even with this increase, the salary and benefits offered to SFCJPA employees will be below those offered by Member Agencies for comparable positions.

Proposed Board Action: Approve the attached Fiscal Year 2013-14 Operating Budget, including the amount requested of Member Agencies for that Fiscal Year.

Submitted by:



Len Materman
Executive Director

Agenda Item 5.b. – Attachment

Memorandum

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

Agenda Item 5.c. – Attachment



SAN FRANCISQUITO CREEK
JOINT POWERS AUTHORITY
sfcjpa.org

East Palo Alto, Menlo Park, Palo Alto, San Mateo County Flood Control District, and the Santa Clara Valley Water District

DRAFT

March 29, 2013

Director Mark Cowin
California Department of Water Resources
1416 9th Street, Room 1115-1
Sacramento, CA 95814

Dear Director Cowin:

As elected officials in three cities and two countywide agencies on the San Francisco Peninsula, and as the representatives of these jurisdictions on the Board of the San Francisquito Creek Joint Powers Authority (SFCJPA), we are pleased to support a proposal by the City of Palo Alto for a Flood Emergency Response Projects Statewide Grant that would benefit this region.

The SFCJPA was created following a 1998 flood that damaged approximately 1,700 properties, and the risk to our communities was demonstrated once again in December 2012, when a 20-year flood prompted Governor Brown to issue an emergency proclamation. Although the local communities have made progress since 1998 to warn residents when water within the creek rises to dangerous levels, the recent flood confirmed that more must be done.

The only rainfall gauge that contributes data for our current early warning system captures precipitation in an area that accounts for approximately 15% of the watershed basin. The only stream flow gauge that contributes data is not far enough upstream to provide sufficiently advance notice for evacuations. Finally, these devices, and devices within the floodplain, transmit their information too infrequently and utilize outdated and varied technologies.

Fortunately, the City of Palo Alto, SFCJPA, Santa Clara Valley Water District, and Stanford University are working together to change this situation. We are engaged in three simultaneous efforts: 1) collecting weather, rainfall and stream flow information that provides more data points and advanced notice, 2) interpreting data to anticipate when and where the creek may overtop and where water is likely to go, and 3) creating online and other communications tools that describe the anticipated threat so that responders and the public can take action before a flood strikes.

The City is proposing to DWR that our collaboration receive funding to enhance our ability to collect data, condense it into a usable form, and clearly communicate it. The proposed activities would connect the hardware that is being contributed and installed by Stanford and the Water District. As the regional agency with connections to each of our partners, the SFCJPA will work with the City to implement this grant, and is coordinating the overall effort described in the preceding paragraph.

Thank you for your consideration of the City of Palo Alto's funding request. If you have any questions, please contact SFCJPA Executive Director Len Materman at 650-324-1972 or len@sfcjpa.org.

Sincerely,

Ruben Abrica
Mayor, East Palo Alto

Patrick Burt
Councilmember, Palo Alto

Kirsten Keith
Councilmember, Menlo Park

Dave Pine
Supervisor, San Mateo County

Brian Schmidt
Director, Santa Clara Valley Water District

Agenda Item 5.d. – Attachments

San Francisquito Creek Joint Powers Authority

Approved FY 2012-13 Operating Budget

REVENUES

Annual Member Agency contributions (\$108,000 x 5)	540,000
State grant funding	50,000
Interest	1,500
Total Revenues	\$591,500

EXPENSES

Acct. Fields	Description	Budgeted Amount
Personnel		
2001	Executive Director Salary	110,000
2002	Executive Director Auto Allowance	5,000
2003	Finance Administrator Salary	63,871
2004	Project Manager Salary	74,154
2005	Salaries Adjustments	0
2006	COLA	0
2007	Employee Benefits	135,000
2008	Membership Dues for benefits	4,000
2009	Payroll Administration/fees	1,400
2010	Employer Taxes	19,000
Subtotal Personnel		\$412,425
Contract Services		
2011	Legal Counsel	30,000
2012	Auditor	12,000
2013	Grant Administrator	40,000
2014	Project Consultant	70,000
Subtotal Contract Services		\$152,000
Administrative		
2015	Computers/Software/Support	1,600
2016	Meeting Supplies	1,200
2017	Travel/Training	4,000
2018	Office Supplies	1,200
2019	Telecommunication	2,100
2020	Postage	450
2021	Printing/Design	300
2022	Website	300
2023	Liability Insurance	3,000
2024	Office Lease	24,000
2025	Utilities	4,000
2026	Office furniture/maintenance	500
Subtotal Administrative		\$42,650
General contingency		
2027	General Contingency	10,000
Total Expenses		\$617,075

San Francisquito Creek Joint Powers Authority

DRAFT FY 2013-14 Operating Budget

REVENUES

Annual Member Agency contributions (\$118,000 x 5)	590,000
State grant funding	30,000
Interest	1,500
Total Revenues	\$621,500

EXPENSES

Acct. Fields	Description	Budgeted Amount
Personnel		
2001	Executive Director Salary	110,000
2002	Executive Director Auto Allowance	5,000
2003	Finance Administrator Salary	63,871
2004	Project Manager Salary	74,154
2005	Salaries Adjustments	0
2006	COLA	19,842
2007	Employee Benefits	150,000
2008	Membership Dues for benefits	4,300
2009	Payroll Administration/fees	1,400
2010	Employer Taxes	19,000
Subtotal Personnel		\$447,567
Contract Services		
2011	Legal Counsel	30,000
2012	Auditor	12,000
2013	Grant Administrator	10,000
2014	Project Consultants	65,000
Subtotal Contract Services		\$117,000
Administrative		
2015	Computers/Software/Support	1,600
2016	Meeting Supplies	1,200
2017	Travel/Training	3,000
2018	Office Supplies	1,000
2019	Telecommunication	2,200
2020	Postage	500
2021	Printing/Design	750
2022	Website	300
2023	Liability Insurance	4,000
2024	Office Lease	26,400
2025	Utilities	4,000
2026	Office furniture/maintenance	500
Subtotal Administrative		\$45,450
General contingency		
2027	General Contingency	10,000
Total Expenses		\$620,017