

# APPENDIX D

## External Stakeholder Engagement

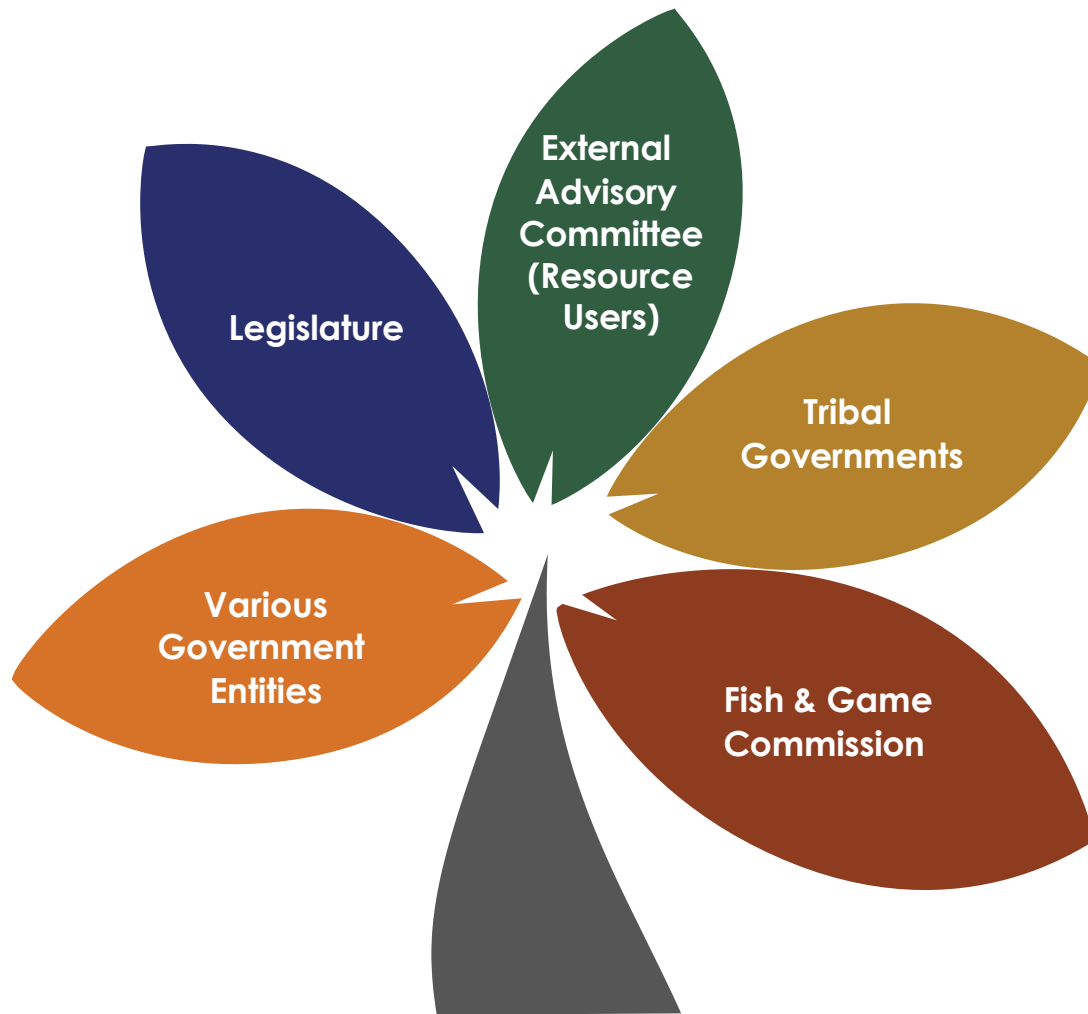
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Pursuant to Fish and Game Code section 712.1, subsection (c)(1)(C), the department organized an external advisory committee to advise the department and its independent consultant on conducting the SBB review. The information that follows provides an overview of the external advisory committee, the department's external stakeholder groups, and the framework for engaging each group for various project activities and needs. The SBB activities and engagement sessions were organized around building awareness for SBB implementation, gathering feedback, communicating progress, and describing the path forward.

# External Stakeholder Identification

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SBB has engaged the external stakeholder groups shown below.



# Overview of Engagement Sessions

SBB project external stakeholder engagement sessions achieved planned objectives to build awareness, gather feedback and communicate progress and the path forward over the course of the SBB project phases.

## External Stakeholder Engagement Sessions Overview

<b>Build Awareness/Support for the SBB Implementation</b>	The SBB overview presentation, one-page overview, and frequently asked questions were used to build external SBB awareness, understanding and support with stakeholders of various interest levels
<b>Communicate Progress and Describe the Path Forward</b>	Regular SBB progress updates were delivered and shared on the public SBB webpage ( <a href="https://www.wildlife.ca.gov/Budget/Service-Based-Budgeting">https://www.wildlife.ca.gov/Budget/Service-Based-Budgeting</a> ) to provide timely project updates and information to external stakeholders
<b>Gather Feedback</b>	Feedback collection through a dedicated SBB inbox and structured feedback surveys has been embedded throughout external stakeholder engagement activities

# External Stakeholder Engagement Framework

Stakeholder engagement methods were designed to meet varying stakeholder informational needs and interests

External Stakeholder Engagement Tools and Activities		Reviewers
<b>Communications</b>	Written communications to provide relevant project updates and information; distributed to external advisory committee roster and posted publicly on the department SBB webpage	Stakeholder engagement tools and activities were developed under the consultation, review, and approval of the following leaders:
<b>Informational Presentations and Outreach</b>	In-person and/or Skype-offered information sessions to address and engage interested stakeholder groups proactively	
<b>External Advisory Committee Meetings</b>	Public project update meetings for project team leaders to provide detailed information on project milestones for external review and feedback	
<b>Informational Tools</b>	Suite of accessible resources (FAQs, Overview, PowerPoint, etc.) to promote broad external project awareness, understanding, and support	
<b>Website Content</b>	Online information hub for external stakeholders to self-review project information and updates and access feedback channels to project leaders	
<b>Required Notices and Communications</b>	Formal communication procedures for Tribal government engagement and public meetings	<b>Core Team</b> Valerie Termini Nathan Voegeli Whitney Albright  <b>Office of Communications, Education, and Outreach</b> Jordan Traverso Clark Blanchard

# External Advisory Committee Overview



## Purpose

**The External Advisory Committee will advise the California Department of Fish and Wildlife Service Based Budgeting Project Team on conducting a service based budget review**



The External Advisory Committee builds upon the department's Strategic Vision Stakeholder Advisory Group to represent a diverse range of interests:

- *Advocacy groups*
- *Agriculture*
- *Business & Industry*
- *Commercial Fishing*
- *Federal Government*
- *Hunting*
- *Labor*
- *Landowners*
- *Local Government*
- *Marine Resources*
- *Nonprofit Conservation Organizations*
- *Other*
- *Science/Education*
- *Sport Fishing*
- *State Government*
- *Tribal Governments*
- *Water*

Using the Strategic Vision Stakeholder Advisory Group as the starting point, the department invited one representative from interest organizations across the above interest areas. All interested individuals and groups were welcome to attend and participate in External Advisory Committee meetings.

# External Advisory Committee Overview

## Objectives



### **Represent**

*Represent your interests and perspectives in External Advisory Committee meetings to inform the SBB project*



### **Review**

*Review SBB project documentation and advise the SBB project team for each project milestone*



### **Relay**

*Relay information to your interest communities to support effective and informative communication about the SBB project*

# External Advisory Committee Meeting(s) Attendance — (1 of 2)

## External Groups/Interests Represented

- Assembly Committee on WPW
- Audubon
- Backcountry Hunters & Anglers
- California Aquaculture Association
- Cal Tip
- California Building Industry Association
- California Council for Environmental & Economic Balance
- California Farm Bureau Federation
- California Fisheries & Seafood Institute
- California Game Warden's Association
- California Rifle & Pistol Association
- California Salmon Council
- California Sea Urchin Commission
- California Sports Fishing League
- California Waterfowl Association
- California Wetfish Producers Association
- California Wildlife Officers Foundation
- CalRice
- Coastside





# External Advisory Committee Meeting(s) Attendance — (2 of 2)

- Defenders of Wildlife
- Ducks Unlimited
- Friends of Fish & Game
- Gaines & Associates
- Institute for Fisheries Resources
- Legislative Analyst's Office
- Mountain Lion Foundation
- Pacific Coast Fed of Fisherman's Associations
- Resources Legacy Fund
- Seafood & Aquaculture Orgs.
- Senate Natural Resources & Water
- Smith Policy Group
- State Water Contractors
- Southern California Edison
- Tejon Ranch Company
- The Nature Conservancy
- Trout Unlimited

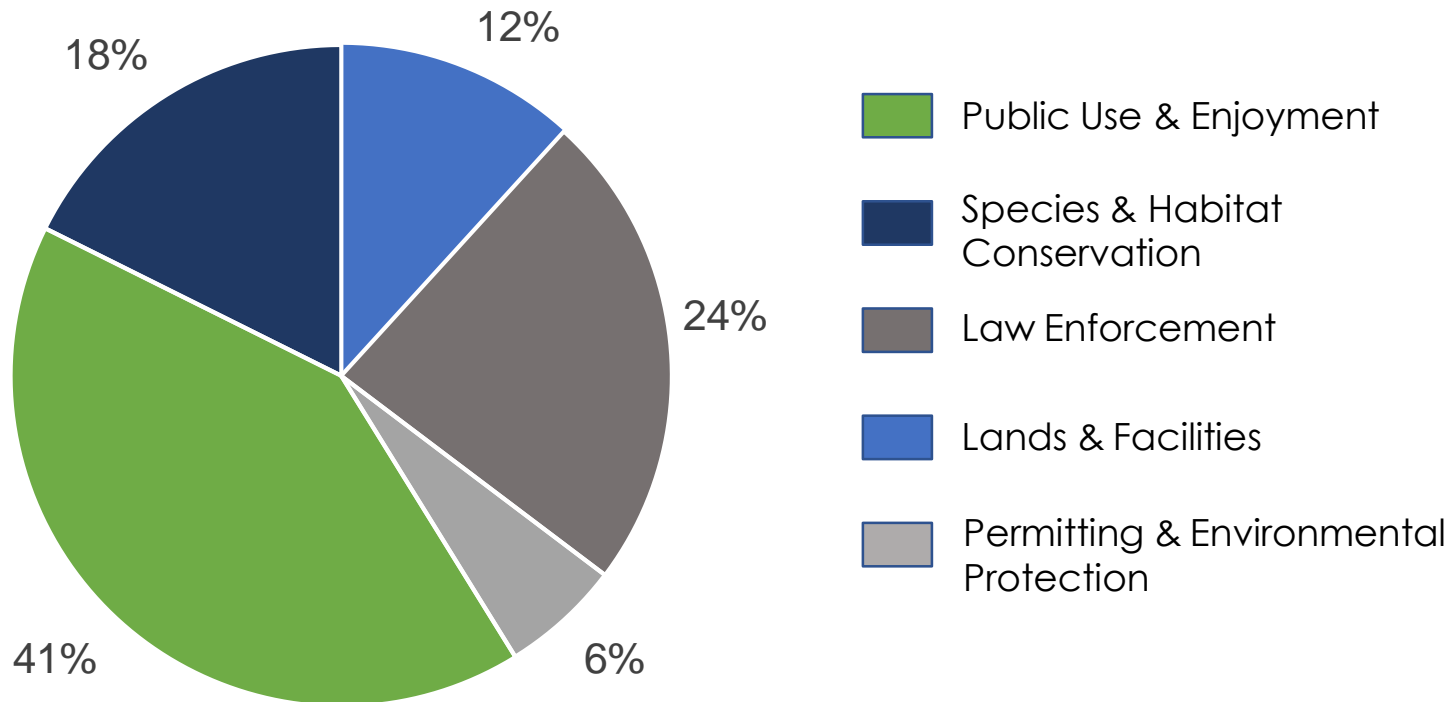


# External Advisory Committee Service Level Analysis

## Workshop Findings

External Advisory Committee participants reported perceived areas of need across multiple department services; the data gathered reflects interest areas of meeting attendees

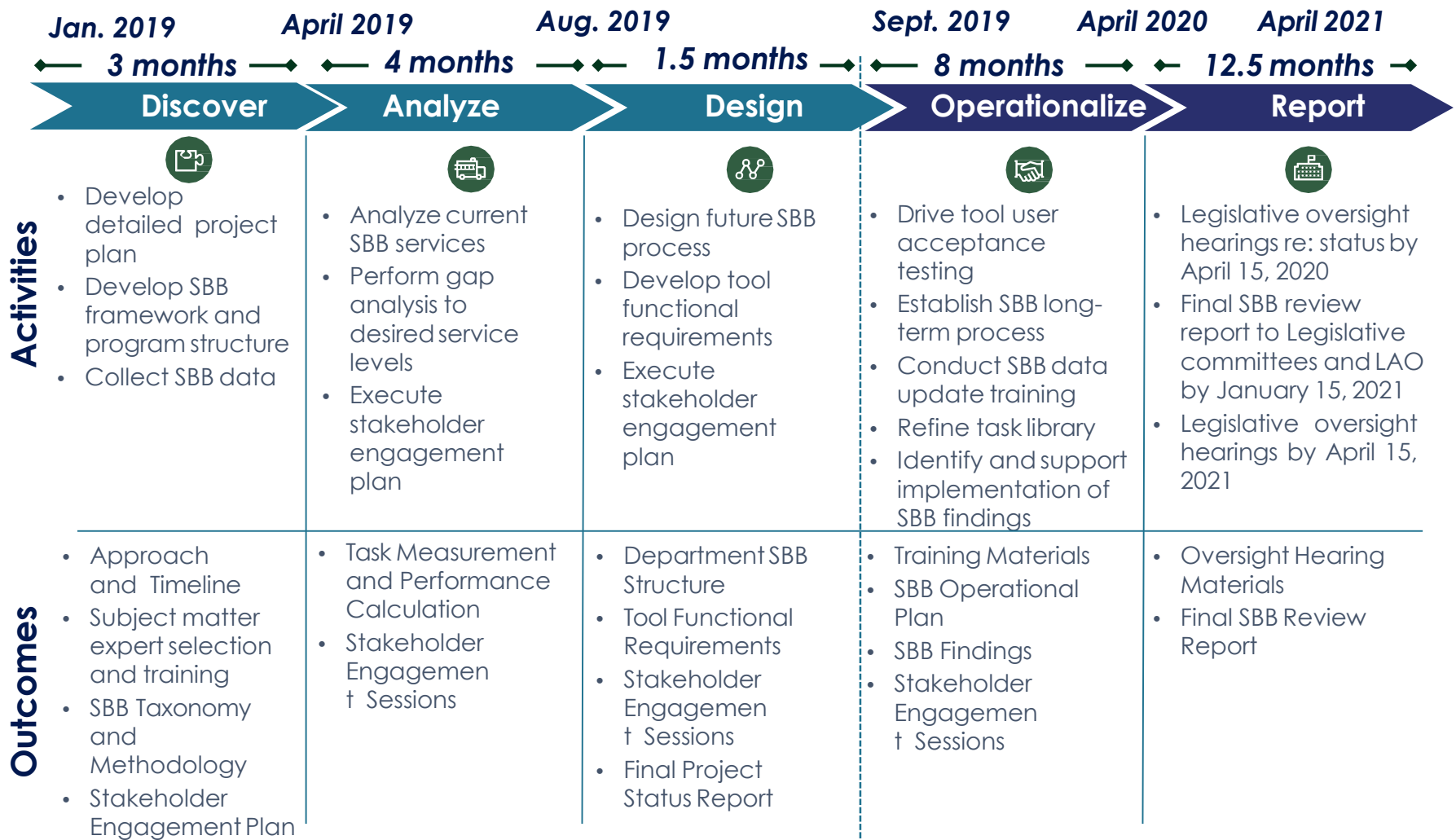
### Perceived Area of Need (Service)



16 survey participants  
(total over 100% due to rounding)

# Phased SBB Approach (Jan 2019-2021)

The SBB implementation and stakeholder engagement occurred over two years with distinct phases



# Analyze and Design Phases

## External Stakeholder Engagement

# Summary of Engagement Sessions

Below is a summary of external stakeholder engagement sessions for the SBB Analyze and Design project phases

Stakeholder Groups	Engagement Description (Analyze & Design Phases)
<b>External Advisory Committee (Resource Users)</b> Includes: Resource users possessing a diverse range of interests	<b>Frequency:</b> Each Phase/As Needed <b>Engagement Methods:</b> <ul style="list-style-type: none"><li>• External Advisory Committee (EAC) meetings</li><li>• Informational meetings</li><li>• Engagement toolkit</li><li>• Website resources</li><li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li><li>• Formal feedback surveys</li></ul>
<b>Legislative Staff</b> Includes: Assembly and Senate staff	<b>Frequency:</b> Each Phase <b>Engagement Methods:</b> <ul style="list-style-type: none"><li>• Informational meetings</li><li>• EAC meetings</li><li>• Engagement toolkit</li><li>• Website resources</li><li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li></ul> <p>Note: Legislative Staff were engaged separately and as part of the external advisory committee (see above).</p>

# Stake Holder Groups & Engagement Description

Stakeholder Groups	Engagement Description (Analyze & Design Phases)
<p><b>Fish &amp; Game Commission</b></p> <p>Includes: President and members</p>	<p><b>Frequency:</b> Bi-monthly/Per F&amp;GC schedule</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"><li>• Fish &amp; Game Commission Director's report project briefings (see Fish &amp; Game Commission website for more information)</li><li>• Engagement toolkit</li><li>• Website resources</li><li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li></ul> <p>Note: The Fish &amp; Game Commission was engaged through project updates provided during Commission meetings and through executive staff involvement in the SBB exercise.</p>
<p><b>Tribal Governments</b></p> <p>Includes: Listed tribal government entities</p>	<p><b>Frequency:</b> Project launch and as requested</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"><li>• EAC meetings</li><li>• Engagement toolkit</li><li>• Website resources</li><li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li></ul> <p>Note: Tribal governments that requested to participate in the External Advisory Committee (EAC) were engaged accordingly.</p>
<p><b>Other Government Entities</b></p> <p>Includes: Senate and other bodies, committees, and government entities</p>	<p><b>Frequency:</b> Per body meetings</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"><li>• Director project briefings</li><li>• Engagement toolkit</li><li>• Website resources</li><li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li></ul> <p>Note: Other government entities (including other state and local government entities) were engaged through External Advisory Committee.</p>

# Operationalize Phase

External Stakeholder Engagement

# Summary of Engagement Sessions

## (1 of 2)

Below is a summary of external stakeholder engagement sessions for the SBB Operationalize project phase.

Stakeholder Groups	Engagement Description (Operationalize Phases)
<p><b>External Advisory Committee (Resource Users)</b></p> <p>Includes: Resource users possessing a diverse range of interests</p>	<p><b>Frequency:</b> As Needed</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"><li>• External Advisory Committee (EAC) meetings</li><li>• Informational meetings</li><li>• Engagement toolkit</li><li>• Website resources</li><li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li><li>• Formal feedback surveys</li></ul> <p>Note: A formal SBB project status report was provided in the March 2020 legislative hearings open to the public.</p>
<p><b>Legislative Staff</b></p> <p>Includes: Assembly and Senate staff</p>	<p><b>Frequency:</b> As Needed</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"><li>• Informational meetings</li><li>• EAC meetings</li><li>• Engagement toolkit</li><li>• Website resources</li><li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li></ul> <p>Note: Legislative Staff were engaged as part of the External Advisory Committee and communicated with individually on project updates.</p>



# Summary of Engagement Sessions

## (2 of 2)

Stakeholder Groups	Engagement Description (Operationalize Phases)
<p><b>March 2020 Legislative Hearing</b></p>	<p><b>Frequency:</b> Required March 2020 Legislative Oversight Hearing</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>• Formal testimony at Budget Subcommittee Hearing</li> <li>• Engagement toolkit</li> <li>• Website resources</li> <li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li> </ul>
<p><b>Fish &amp; Game Commission</b></p> <p>Includes: President and members</p>	<p><b>Frequency:</b> As Needed</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>• Fish &amp; Game Commission Director’s report project briefings</li> <li>• Engagement toolkit</li> <li>• Website resources</li> <li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li> </ul>
<p><b>Tribal Governments</b></p> <p>Includes: Listed tribal government entities</p>	<p><b>Frequency:</b> As Requested</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>• EAC meetings</li> <li>• Engagement toolkit</li> <li>• Website resources</li> <li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li> </ul> <p>Note: Tribal governments that requested to participate in the External Advisory Committee were engaged accordingly.</p>
<p><b>Other Government Entities</b></p> <p>Includes: Other bodies, committees, and government entities</p>	<p><b>Frequency:</b> Per body meetings</p> <p><b>Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>• Director project briefings</li> <li>• Engagement toolkit</li> <li>• Website resources</li> <li>• SBB information inbox (<a href="mailto:SBBinfo@wildlife.ca.gov">SBBinfo@wildlife.ca.gov</a>)</li> </ul> <p>Note: Other government entities (including state and local government entities) were engaged through the External Advisory Committee.</p>