



2020 Integrated Resources Plan: Outreach, In-reach and Engagement

Member Agency Managers Meeting
March 13, 2020

Goals

Public support

- Build support for IRP
- Be transparent and inclusive
- Raise awareness of how IRP is used

Effective Communications

- Focus on policy
- Create communication channels
- Learn concerns, values and preferences
- Inform stakeholders of planning process

Added value

- Support preparation of the Regional Urban Water Management Plan
- Build stakeholder, CBO capacity to engage on water issues

Stakeholders

Definition: Anyone that will be impacted by the outcome

Metropolitan

Employees
Innovation Community

Water Providers

Member Agencies
Retail Agencies
Watermasters

General Public

Residents
Businesses
Students
Academia
Community-based
Organizations

Informed on Regional Water Issues

Groundwater
Flood Control, Stormwater
Wastewater, Recycled Water
Watershed
IRWMPs
Environmental Orgs
City/County/Regional Planners
Agriculture



Others

Federal, State Legislators
DWR, USBR, SWRCB
SWP, Delta
Colorado River
Power Systems

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What Do We Want to Learn?

- Outlook for future
- Attitudes on conservation
- Perspectives on policies
- Concerns, preferences, values
- Technical data and future plans



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Water Providers

Focus: Policy discussions, future outlook, scenario development and preferences, data collection

- Member Agency Managers meetings
- Technical staff communications
- MWD PIO Workgroup for outreach
- In-person workshop with each MA and their sub-agencies
- Webinars to review draft analyses



Member Agencies
Retail Agencies
Watermasters

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Informed on Regional Water Issues

Focus: Policy discussions, future outlook, scenario development and preferences, data collection

- Presentations, workshops in existing forums; webinars
 - Examples: So Cal Water Dialogue, regional caucus meetings, ACWA regional meetings, Watermaster meetings, WaterReuse chapters, San Diego Council of Water Utilities
- Facilitated workshops
- Interviews
- Technical staff communications



Groundwater
Flood Control,
Stormwater
Wastewater,
Recycled Water
Watershed
IRWMPs
Environmental
Orgs
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Planners
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Other Stakeholders

Focus: planning process, how IRP is used, potential scenarios, communication channels for further involvement

- Presentations in existing forums
 - Examples: Delta Stewardship Council, Colorado River Board, CMUA, legislative office briefings, CAL-WEP
- Meetings
- Staff communications



Federal, State
Legislators
DWR, USBR,
SWRCB
SWP, Delta
Colorado River
Power Systems

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General Public

Focus: Future outlook, values, concerns, preferences, validate regional study results; build capacity to engage in water issues

- New regional preferences/attitudes study
- Online public presentation and survey (open access)
- Community-based Organizations
 - Facilitated workshop and survey
 - Pilot: train and equip up to 10 CBOs for outreach to their constituents; each CBO to lead at least one workshop



Residents
Businesses
Students
Academia
Community-
based Orgs

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General Public

Five Citizen Panels + One Student Panel

- 6 facilitated full day workshops
- Participants represent General Public
 - Invitation based on expressed interest, diversity
- Background information on IRP, then deliberate over charge questions
- Summary report on outcomes to IRP Technical Team, IRP Committee

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Proposed Outreach Schedule



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Tools

- Social media #IRP2020
- Fact sheet and information card
- Ensure language access
- MWD WaterTomorrow e-news, IRP listserv
- Outreach materials for member agencies, CBOs
- Online presentation, survey (open access)



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Incorporating Learnings

- Documenting activities, outcomes
 - Quantitative and qualitative
- Study results and public comments shared with IRP committee
- Regular feedback through IRP team
- Summary report from citizen/student panels



