

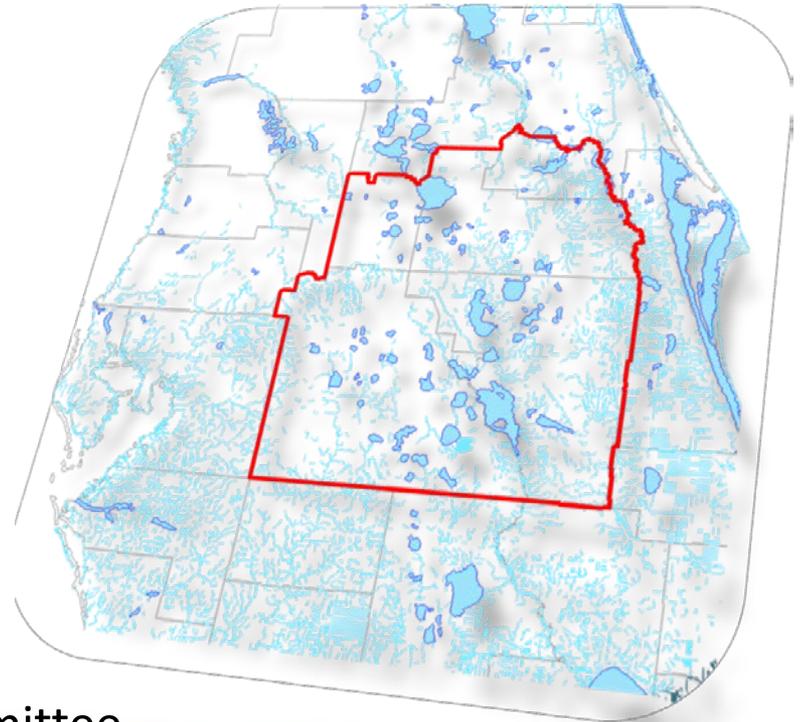
2015 Communications Plan

Barbara Ross

Public Affairs Director, SFWMD

Central Florida Water Initiative Steering Committee

February 27, 2015



2015 Communications Goal

Effectively communicate to all key stakeholders and the general public about the development of the *2035 Water Resources Protection and Water Supply Strategies Plan* as well as the finalization of the draft *Regional Water Supply Plan*.

Strategies

- Educating and engaging the business and agriculture communities, environmental and civic groups, local governments and adjacent areas
 - Develop & support “champions”
 - Identify and secure speaking engagements



Strategies

- Meeting with key Legislators
- Updating Governing Boards
- Providing media opportunities
- Engaging public and obtaining feedback
 - Citizen section on website
 - Public meetings on draft Solutions Plan
 - Online comment form for input
- Continuing internal communications



Questions?

