

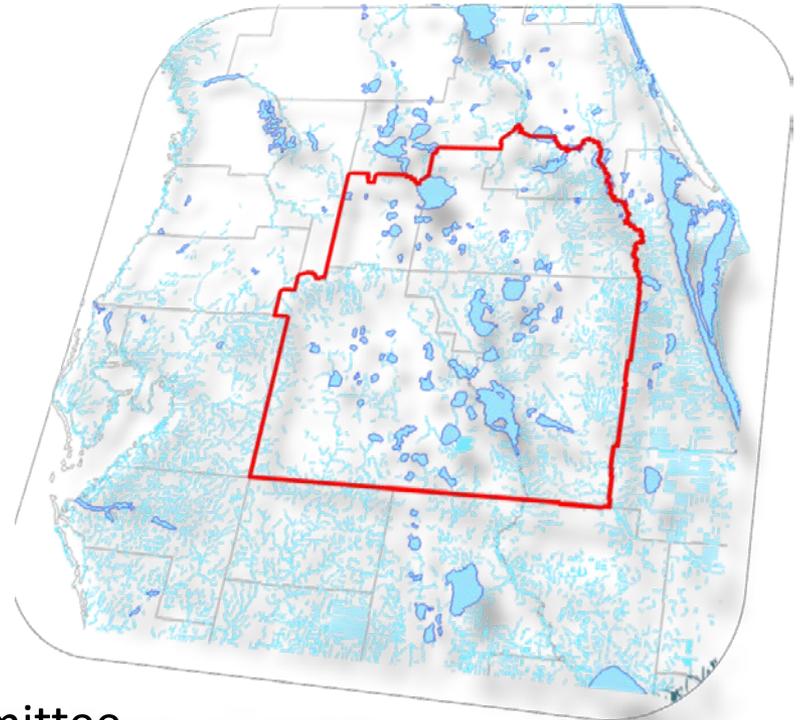
2015 Communications Plan - Update

Barbara Ross

Public Affairs Director, SFWMD

Central Florida Water Initiative Steering Committee

May 8, 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*.

2015 Outreach Activities

- ✓ • Government and business focus groups
- ✓ • Pre-meetings with environmental, agriculture and business stakeholders
- ➡ • Stakeholder workshops (May 18, 20 and 21)
- ➡ • Water Supply Plan public meetings
 - Winter Haven, June 1
 - Winter Garden, June 4

2015 Outreach Activities, continued

- Governing Board presentations (April & May)
- Jacksonville-area stakeholder meeting (TBD)
- Media interviews, editorial board outreach
- Speaking engagements (ongoing)
- Online resources & engagement

Central Florida Water Initiative

WATER FOR TOMORROW



The basics of water and CFWI

Learn about where your water comes from today and planning for tomorrow.



Draft plans for review

View central Florida's water supply planning documents and provide comments.



Meetings and events

Find details about public involvement opportunities.



Technical teams

Find information about technical teams, steering committee and technical meetings.



Water conservation

Discover some of the most popular and preferred ways to save water.



Other helpful information

Explore the world of water through related links, publications and videos.

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Water supply planning documents

Draft 2035 Water Resources Protection and Water Supply Strategies Plan

- Draft 2035 Water Resources Protection and Water Supply Strategies Plan
- Appendices
- Comment on document
(The comment period will close July 31, 2015.)

Draft Regional Water Supply Plan

- Draft Regional Water Supply Plan
(updated May 8, 2015)
- Changes since previous version
- Appendices
- Comment on document
(The comment period will close July 31, 2015.)

To help guide Central Florida's water future, the area's first multi-district regional water supply plan (RWSP) has been drafted, which identifies water source options and potential projects to meet projected demands.

The draft Central Florida Water Initiative (CFWI) RWSP was completed in 2014. There are more than enough project options identified in the RWSP to meet the region's 250 million gallon per day demand projected deficit.



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Submit comments

Comments on the **draft 2035 Water Resources Protection and Water Supply Strategies Plan** can be submitted online, by mail or email. The comment period will close July 31, 2015. Please use the form below to submit comments online. Email or mail comments to:

Email address:
cfwiwater@sfvmd.gov

Mailing address:
South Florida Water Management District
CFWI Comments
ATTN: Dean Powell
Water Supply Bureau
3301 Gun Club Road
West Palm Beach, FL 33406

Name *

Email *

Confirm email *

Address *

City *

State *

Zip Code *

Comments *

Central Florida Water Initiative



Central Florida Water Initiative

cfwiwater.com

For immediate release

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CFWI planning documents available for public review and comment; public meetings scheduled

ORLANDO, Fla., May 8, 2015 — The Central Florida Water Initiative's (CFWI) Steering Committee has released two draft documents for public review and comment that will set a path forward for meeting water supply needs in central Florida for the next 20 years.

At upcoming meetings, the public will have an opportunity to learn about and comment on the draft 2035 Water Resources Protection and Water Supply Strategies Plan (Solutions Plan) and minor changes to the draft 2015 Regional Water Supply Plan.

When finalized, the Solutions Plan will provide detailed information about water conservation; specific water supply project options and partnerships with water users; a financial assessment of the project options; management and implementation strategies.

The draft plans are available at cfwiwater.com. Comments can be provided online or by mail and email. Details are available on the website. The comment period will close on July 31, 2015.

Questions?

