

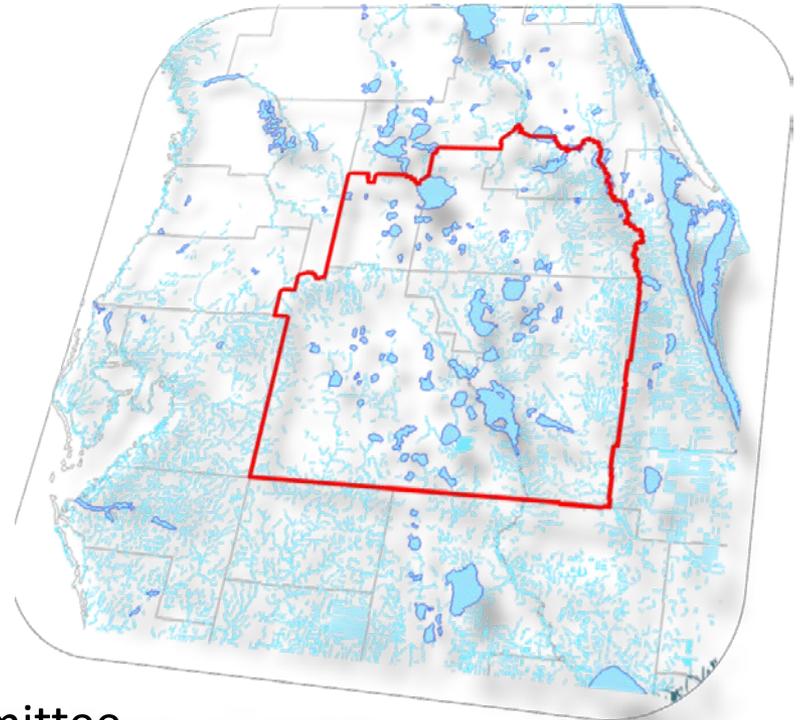
# ***2015 Communications Plan - Update***

**Barbara Ross**

Public Affairs Director, SFWMD

Central Florida Water Initiative Steering Committee

June 26, 2015



# 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 ([June 29](#))
- 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.

# Central Florida Water Initiative

## Central Florida Water Initiative

WATER FOR TOMORROW

[Return to CFWI Home](#)

### 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.



## Central Florida Water Initiative

WATER FOR TOMORROW

[Return to CFWI Home](#)

### 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 \*

# Community Engagement Update

Lynette Reynolds, Director of Operations  
triSect

# Community Outreach

<b>Four Local Focus Group Meetings – Business &amp; Government</b>	<b>Total Reach: 31</b>
<b>Three Pre-Planning Meetings with Representatives from Agriculture, the Environment, and Chambers of Commerce</b>	<b>Total Reach: 17</b>
<b>Three Local Workshops – Focused on the Environment, the Agriculture Industry, and Business &amp; Government</b>	<b>Total Reach: 174</b>
<b>Three Focus Group Meetings in Jacksonville – Government, the Environment, and Business/Agriculture</b>	<b>Total Reach: 27</b>
<b>UPCOMING Workshop in Jacksonville</b>	<b>Total Reach: 60*</b> *estimated
<b>Two CFWI Team-Led Public Hearings – Polk County &amp; Orange County</b>	<b>Total Reach: 130</b>

# Continuing Community Outreach

<b>Six Presentations in the Region to Groups Such as: FLGC, FCCMA, and the Cattlemen's Association</b>	<b>Total Reach: 280</b>
<b>Twenty-five Additional Groups Identified for Presentations Including: ASCE, Planning &amp; Zoning Commissions, City &amp; County Commissions</b>	<b>Total Reach: 625*</b> (estimated)
	<b>TOTAL REACH: 1,344*</b> (estimated)

# Stakeholder Feedback

## Successes:

- ✓ New “voices” at the table
- ✓ New & improved CFWI website
- ✓ Updated collateral to tell the CFWI story

# Stakeholder Feedback

## Opportunities:

- Increase the number of “new voices”
- Develop enhanced engagement strategies
- Build trust among stakeholders
- Continued education on conservation measures

# Stakeholder Feedback

## Opportunities (cont.)

- **Be the best management practice leader in regional conservation practices**
- **Articulate solutions & implementation in a more simplified way**

***Questions?***

