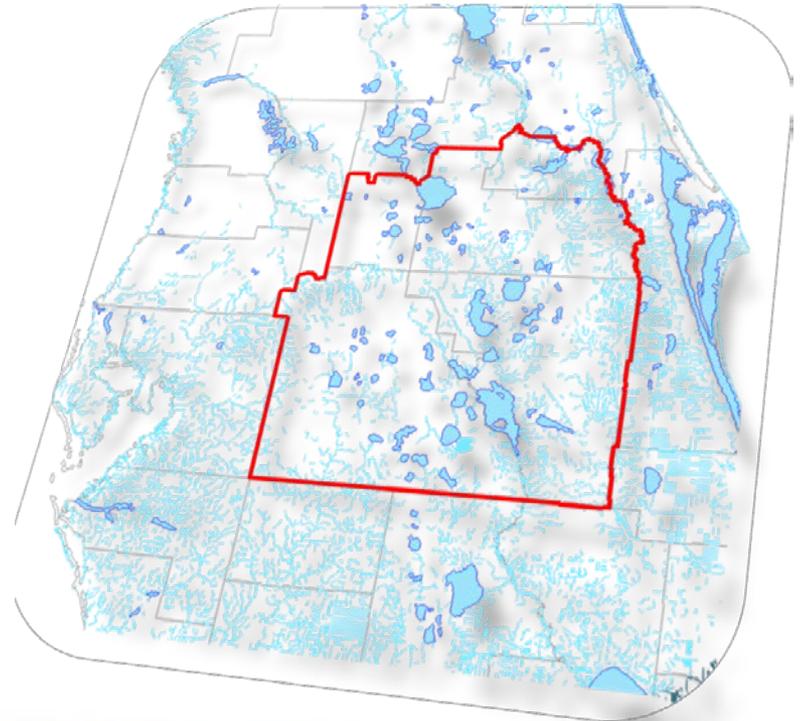


2015 Communications Plan Update

Colleen Thayer
Public Affairs Bureau Chief,
SWFWMD

Central Florida Water
Initiative Steering Committee
August 28, 2015



Community Outreach

Four Local Focus Group Meetings

Total Reach: 31

Three Pre-Planning Meetings

Total Reach: 17

Three Focus Group Meetings in Jacksonville

Total Reach: 27



Community Outreach

Three Local Workshops – Focused on Environment, Agriculture, Business & Industry & Government

Total Reach: 174

Two Workshops in Jacksonville

Total Reach: 65



Community Outreach

Two CFWI Team-Led Public Hearings – Polk County & Orange County

Total Reach: 130

19 Presentations in Region to Groups including Florida Local Government Coalition, Florida City and County Managers Association, League of Women Voters, and Cattlemen’s Association

Total Reach: ~786

Governments

Business

Citizens

ENGAGEMENT

Agriculture

Environmental
Groups

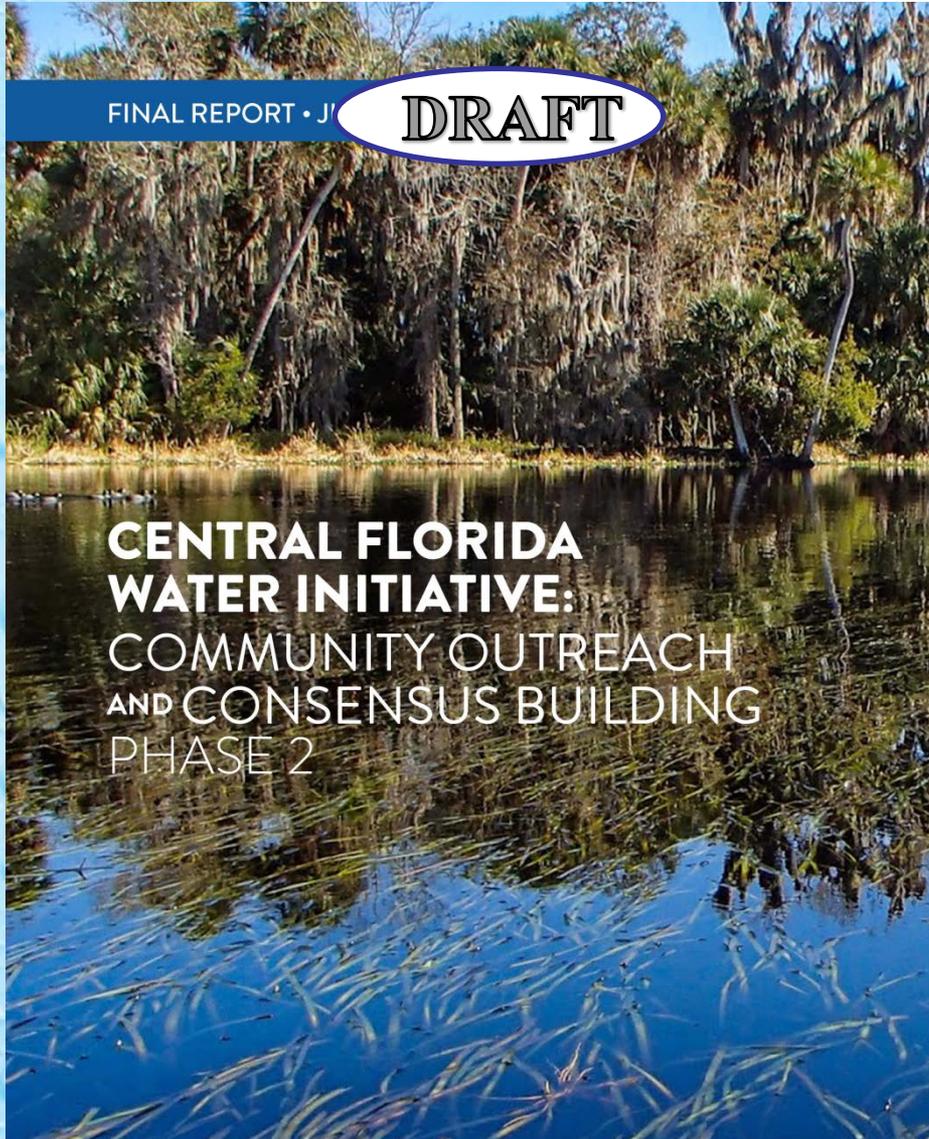
Civic
Associations

Community Outreach

Four Local Focus Group Meetings – Business & Government	Total Reach: 31
Three Pre-Planning Meetings with Representatives from Agriculture, the Environment, and Chambers of Commerce	Total Reach: 17
Three Local Workshops – Focused on Environment, Agriculture Industry, and Business & Government	Total Reach: 174
Three Focus Group Meetings in Jacksonville – Government, the Environment, and Business/Agriculture	Total Reach: 27
Two Workshops in Jacksonville	Total Reach: 65
Two CFWI Team-Led Public Hearings – Polk County & Orange County	Total Reach: 130
19 Presentations in Region to Groups Such as FLGC, FCCMA, and Cattlemen’s Association	Total Reach: ~786
	Total Reach: ~1,230

What We Learned We Need

- Ongoing, consistent communications
- Strong partnerships
- **Engagement of bordering regions**
- Targeted strategy for engaging local governments
- **Coordinated education/outreach to general public**
- Identification of existing conservation efforts



Next Steps (near-term):

- **Finalize consensus-building report & post to CFWI website**
- **Prepare informational material for upcoming legislative outreach**
- **Prepare recommendations for tools to expand water conservation messaging**
- **Coordinate continued outreach & consensus-building with the next steps in the CFWI process**

Questions?

