

# 2015 Communications Plan Update

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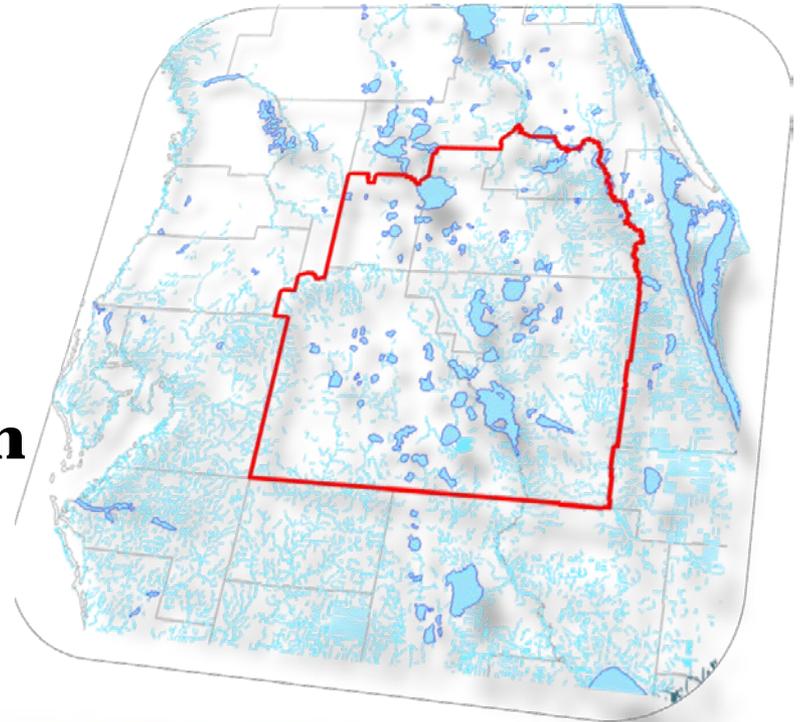
**Glenda Hood, Shelley Lauten**

triSect

Central Florida Water Initiative

Steering Committee Meeting

September 24, 2015



# 2015 Outreach Highlights

- ✓ Government and business **focus groups**
- ✓ **Pre-meetings** with environmental, agriculture and business stakeholders
- ✓ CFWI **stakeholder workshops**
- ✓ Water Supply Plan **public meetings**
- ✓ **Governing Board** presentations
- ✓ **Jacksonville-area** stakeholder meetings
- ✓ **Media** interviews & news releases
- ✓ **Speaking engagements**
- ✓ **Updated website** & online resources

# 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.



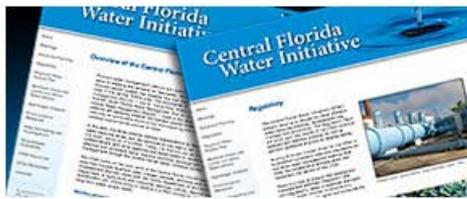
### Draft plans for review

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.

FINAL REPORT • AUGUST 21, 2015

## **CENTRAL FLORIDA WATER INITIATIVE:** COMMUNITY OUTREACH AND CONSENSUS BUILDING PHASE 2



## **Phase 2 Strategies**

### **Internal Coordination**

#### **Actions:**

- 21 Communications Team meetings to develop and implement the communication and outreach plan of action

#### **What was learned:**

- Continued coordinated communication and outreach is critical
- Third party perspective is beneficial



## **Phase 2 Strategies**

### **External Engagement**

#### **Actions:**

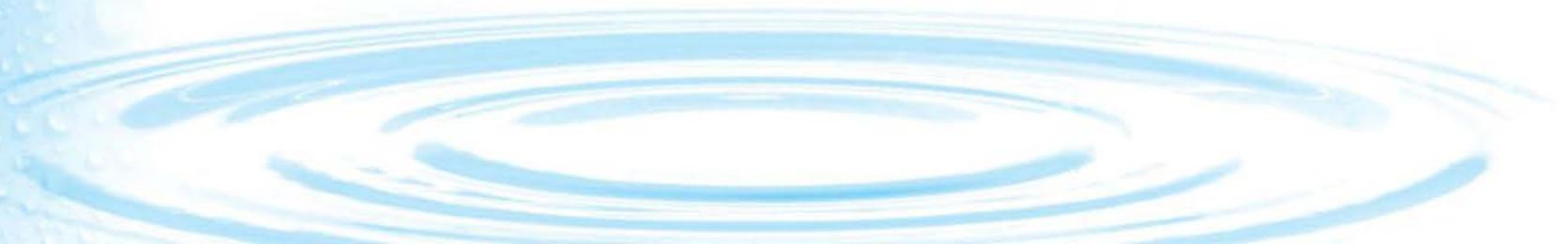
- Conducted nine Focus Group meetings with key leaders
- Facilitated four Workshops focused on key industries or regions
- Scheduled 22 Presentations to Community Groups
- Facilitated small-group meetings in northeast Florida

#### **What was learned:**

- A user-friendly website was a necessary communication tool
- Local governments, businesses, agriculture and environmental groups are key partners in long-term policy and funding strategies
- Structured, on-going engagement of key stakeholders from Central Florida and bordering regions is critical
  - CFWI staff presented to the Indian River Lagoon national estuary program on September 11<sup>th</sup>

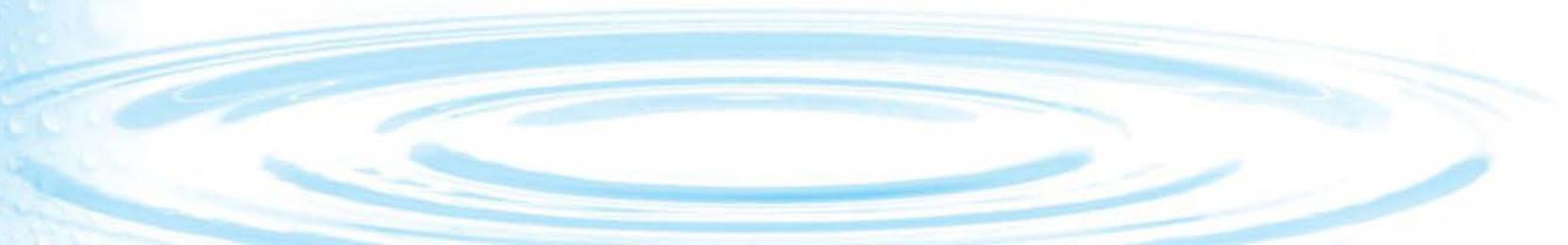
# Northeast Florida Input

- In both the Solutions Plan and the MOU, water conservation is key and should be considered first
  - Section 5 of the MOU should more specific detail
  - An overarching “importance of conservation” message should have more upfront emphasis
  - Change language to exceed water conservation estimates, rather than achieve them
- Avoid externalizing the issues of Central Florida’s growth
  - Environmental & Costs



# Northeast Florida Input

- Regional water supply plans need to connect with one another
- Stakeholders need input to the recommended changes in the building codes
- Once the MOU is signed and the Regional Water Supply Plan is approved, what are the next steps?



# Phase 2 Community Outreach -- Recap

<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 Environment, 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>Two Workshops in Jacksonville</b>	<b>Total Reach: 65</b>
<b>Two CFWI Team-Led Public Hearings – Polk County &amp; Orange County</b>	<b>Total Reach: 130</b>
<b>19 Presentations in Region to Groups Such as FLGC, FCCMA, and Cattlemen’s Association</b>	<b>Total Reach: ~786</b>

**Total Reach: ~1,230**

# Expanding the Spheres of Influence & Support triSect's Leadership Engagement Process

**Inform and  
Educate  
Stakeholders**

**Engage  
Stakeholders**

**Develop  
Advocates**

**Identify and  
Support  
Champions**

**Collaborate with  
Partners**



## **Phase 3 Strategies: Recommended Approach**

### **I. Continue Internal Communication**

### **II. Continue Expansion of Stakeholder and Community Education and Communication**

- A. Identify and schedule presentations to government, business, agricultural, environmental and civic groups
- B. Develop a water ethics campaign

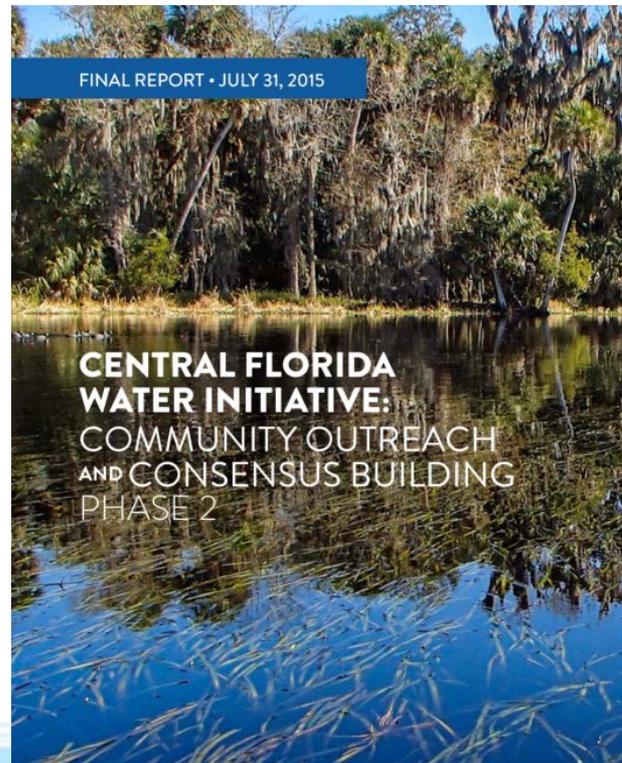
### **III. Develop/Expand Regional and State Advocates**

- A. Develop Leadership Councils in four key areas:  
*Jacksonville, East Coastal Counties, Central Florida, Tampa Bay*
- B. Develop and host a Regional Water Summit  
*in partnership with Stetson University*

### **IV. Document Conservation Practices/Impact in CFWI**

# Today's Requested Action:

*Accept the  
Community  
Outreach &  
Consensus Building  
Phase 2 Report*



# Upcoming Work: Oct – Dec 2015

- **2 News Releases**
  - Availability of the Plans on CFWI website
  - Steering Committee action to finalize/accept the Plans, with dates for WMD Governing Boards' consideration
- **Local Government follow-ups with a CFWI “progress report”**
- **Meetings with Jacksonville Leaders**
  - Monthly through December 2015
- **Drafting a 2016 Communications Plan**
  - Expanded & ongoing stakeholder outreach
  - Implementing near-term CFWI projects
  - Expanding the Water Conservation message

***Questions?***

