

Austin Integrated Water Resource Plan Public Outreach Framework

Goals

Community Values

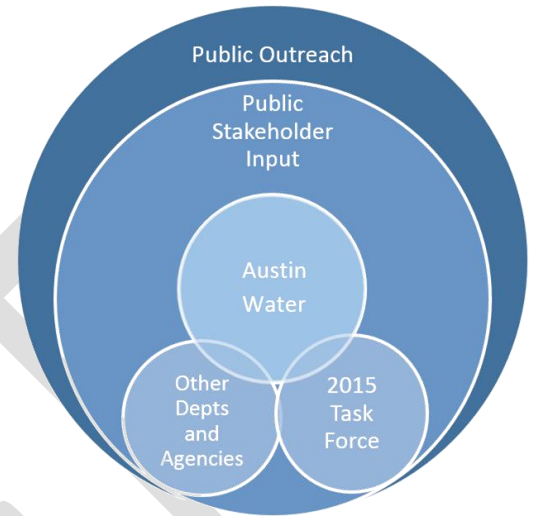
Identify community values that should be reflected in the IWRP

Diverse Stakeholder Input

Seek to gather input proportional to Austin's gender, economic, ethnic, and geographic diversity to incorporate into the IWRP

Public Education

Inform and educate the community throughout the plan development process



Public outreach and education efforts for the Integrated Water Resources Plan will gather meaningful stakeholder input to develop a plan that is representative of Austin community values.

Potential Audiences

- Austin Water customers
- Diverse stakeholder groups
 - Underrepresented groups
 - Groups with high-interest
- Community groups
- Regional agencies and stakeholders
- Policymakers

Potential Strategies Toolbox

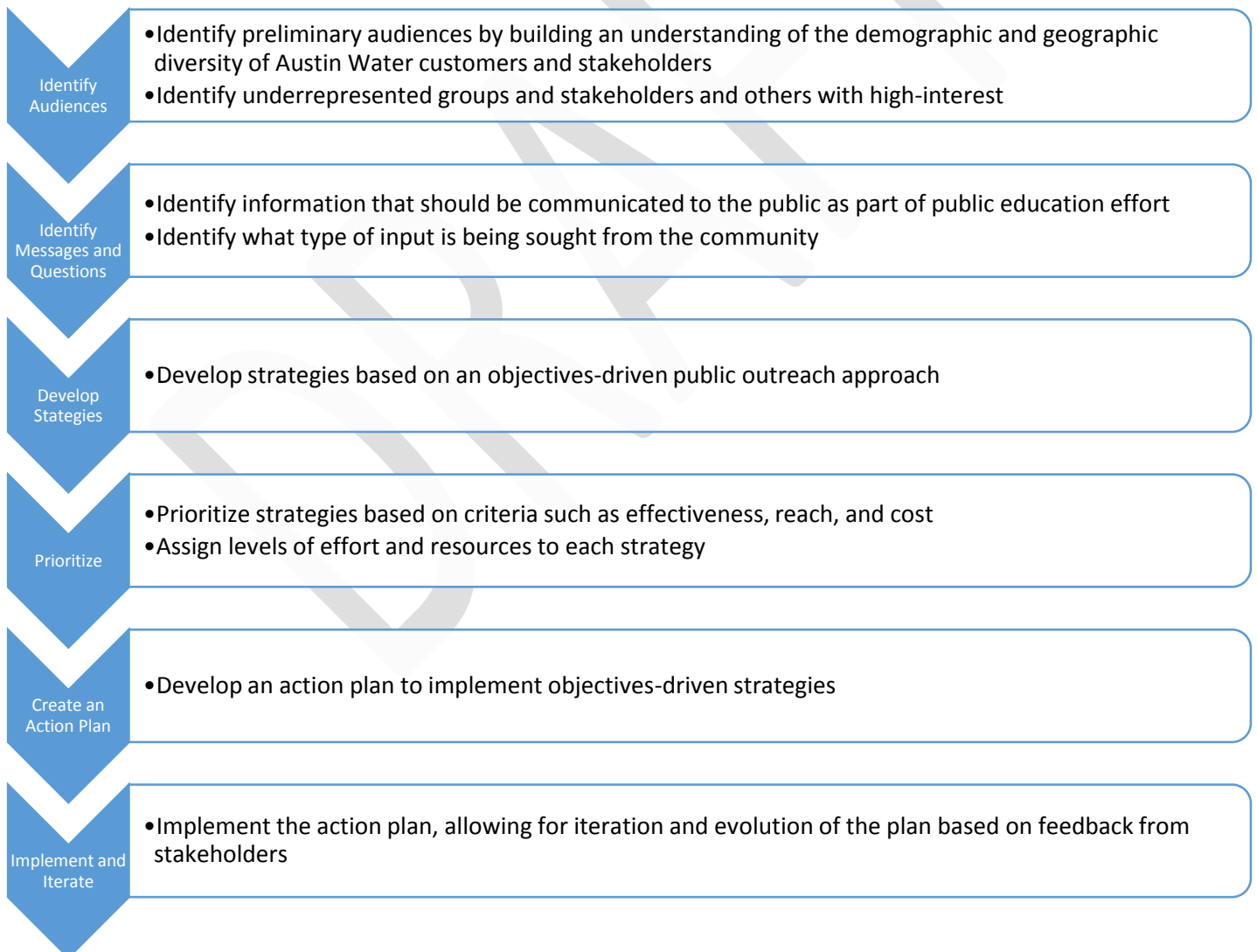
Existing Initiatives & Outlets	Public Events & Opportunities	Social Media	Print and Digital Media
<ul style="list-style-type: none"> • Imagine Austin and CodeNext: Sustainably Manage our Water Resources and Green Infrastructure Programs • Water use report software (DropCountr) • City of Austin Community Registry • Coordination with other department and agencies 	<ul style="list-style-type: none"> • Public stakeholder workshops • Focus groups • Conversation Corps • Neighborhood meetings • Community events • Presentations • Education panels • Festivals 	<ul style="list-style-type: none"> • Twitter (inc. Q and A's) • Facebook • Flickr • Videos (ATXN, YouTube, Vine) • Pinterest • NextDoor • BloomFire 	<ul style="list-style-type: none"> • Flyers • Bill inserts • Reports and fact sheets • Advertising • Community association newsletters • Mailing lists • Austin Water eNewsletters • Austin Water website • Surveys • Neighborhood lists

An Objectives-Driven Approach

- Objectives provide specific, achievable targets that the utility can use to solicit input in multiple formats across diverse groups
- Participants understand what input is needed and how it will be used
- Objectives provide common ground for reporting results back to stakeholders

An objectives-driven approach is, “public participation with a purpose,” designed to achieve meaningful outcomes for stakeholders and the utility.

Creating a Public Outreach Plan



Comments on Austin Integrated Water Resource Plan Public Outreach Framework

Marianne Dwight

Sent: Mon 6/29/2015 8:19 PM

To: Martin, Danielle

Danielle both look good to me. Thanks! Marianne

Sent from my iPhone

Clint Dawson:

The statement of purpose looks fine to me. The only comment I would make on the Public Outreach is when we start listing 'gender, economic, ethnic,' etc. at the top it makes me nervous because we're bound to leave out some group which will then get offended. I recognize we want to be explicit about our intents to bring in diverse viewpoints. How about a broader statement such as 'seek input from stakeholders which reflect the diversity of Austin's population.' For example, I think it's important we include as many groups of young people as we can because they are the ones who are going to have to live with this plan for a long time.

Lauren Ross:

Creating a Public Outreach Plan

Identify
Audiences

- Identify preliminary audiences by building an understanding of the demographic and geographic diversity of Austin Water customers and stakeholders
- Identify underrepresented groups and stakeholders and others with high-interest

Identify
Messages and
Questions

- Identify information that should be communicated to the public as part of public education effort
- Identify what type of input is being sought from the community

Develop
Strategies

- Develop strategies based on an objectives-driven public outreach approach
- Identify barriers to participation and develop strategies to overcome those barriers

Prioritize

- Prioritize strategies based on criteria such as effectiveness, reach, and cost
- Assign levels of effort and resources to each strategy

Create an
Action Plan

- Develop an action plan to implement objectives-driven strategies

Implement and
Iterate

- Implement the action plan, allowing for iteration and evolution of the plan based on feedback from stakeholders
- Document and report participation rates based on gender, economic, ethnic, and geographic characteristics

Comments on Austin Integrated Water Resource Plan Public Outreach Framework

Mike Personett:

From: Personett, Mike
Sent: Tuesday, June 23, 2015 9:44 AM
To: Wilson, Jessica
Cc: Herrington, Chris; Hollon, Matt
Subject: FW: Comments on Public Outreach Framework and Statement of Purpose

Jessica:

I would appreciate your looking over the draft Public Outreach Framework and providing any comments/suggestions. It looks pretty good to me as an overall "framework". The only edit I've identified at a glance is that under the category of social media they make note of other e-newsletters (e.g., forestry, transportation, Imagine Austin and CodeNEXT. Also, they might consider putting links to their website for the IWRP process on other department websites, the City's home page and WPD's in particular. Thx.

Mike

From: Wilson, Jessica Next Previous
Sent: Tuesday, June 23, 2015 11:45 AM
To: Personett, Mike
Cc: Herrington, Chris; Hollon, Matt
Subject: RE: Comments on Public Outreach Framework and Statement of Purpose

Looks like a robust outreach plan. Attached are my comments. It was hard to tell from some of the lumped categories like "Coordination with other departments and agencies" if that meant things like cross promoting webpage links but of course we'd look for the best ways to make it work within our structure.

I'll look forward to learning more,
 Jessica

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Comment [W01]: Consider an alternate title that can be used in every day conversation and messaging. Steer clear of using IWRP (took me a while to figure out what the email was about) ie The future of Austin's water

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