

Austin Integrated Water Resource Plan Public Outreach Framework

Goals

Community Values

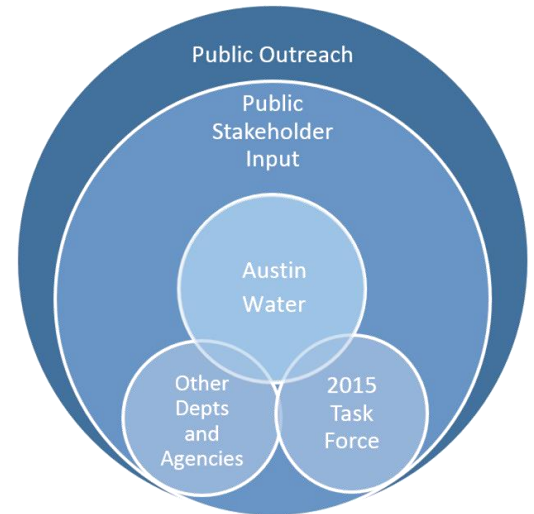
Identify community values that should be reflected in the IWRP

Diverse Stakeholder Input

Seek input from stakeholders which reflect the diversity of Austin's population and customers.

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 • Hashtag • 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 • Austin Energy Power Plus • COA Environmental Portal Banner • ATXN Slideshow • 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

