

Public Outreach Worksheet: Task Force Feedback

Mike Personett:

Marisa:

AW staff have done a very good job with this. I don't have anything to add. My only concern is that expectations regarding public involvement may exceed available resources. But that is also a general concern of mine.

Mike

Kathleen Garrett:

Marisa,

I think staff has done an excellent job of identifying the preliminary audiences. At this time I don't believe I have anything more to add.

Thank you

Kathleen

Identify underrepresented groups

Which historically underrepresented groups within our preliminary audience should we reach out to and include in our public outreach and education efforts? Note that high interest groups and underrepresented groups are not necessarily mutually exclusive.

Participants in the 1st Water Task Force public process were from Austin's traditionally white environmental community, people who contract with the City to plan and design water capital improvement projects, consultants, and the development community. Residents and elected officials from communities east and south of Austin spoke about how either don't want us to come after their water, or they want us to join with them in a water project. Almost every participant was white and traditionally-educated. Speakers were predominantly male. They seemed familiar with navigating both the geography of downtown Austin and the process of signing in, citizen's communication. Most participants had a business or nonprofit interest, in addition to their personal interest, in Austin's water.

Under-represented groups would be everyone else: those who are not white, don't have a business or nonprofit interest in water, are not male, not traditionally-educated, and don't regularly go downtown and participate in City processes. There were either no or few students or young people.

Identify high-interest groups

Which stakeholders and others with high-interest within our preliminary audience should we reach out to and include in our public outreach and education efforts? Note that high interest groups and underrepresented groups are not necessarily mutually exclusive.

Austin's water and our water future, as well as our environmental and economic future is vitally important to everyone. Groups with an interest in Austin's water future in addition to those listed by the City, include environmental groups, neighborhood groups, park associations, schools and universities, bird organizations, recreational water users, neighborhood associations, farmers, urban gardeners, permaculturists, artists, and communities of faith.

Identify barriers to participation

What are some barriers to participation from underrepresented groups? How might we overcome those barriers?

- Meetings are held during the day or in the evening during the week when potential participants have to work or attend to families.
- Potential participants may not be familiar with downtown Austin, how to get here, where to park.
- Potential participants may not be familiar with navigating the public participation process.
- Potential participants don't want to show up in a room where they don't know anybody and where they feel out of place.
- The Imagine Austin process may have cultural biases. Participants may feel that playing games with dots fails to reflect the significance of the issues at stake.
- Potential participants may not want to listen to presenters whose lived experience is radically different than their own..
- Many of Austin's under-represented communities may feel disrespected and excluded by institutionalized racism within City of Austin processes and programs.

Strategies to Overcome Barriers to Participation:

- Schedule public participation meetings on Saturday afternoon.
- Provide nourishing snacks.
- Schedule meetings at locations within neighborhoods with both bus access and parking.
- Provide at least 2 weeks notice.
- Schedule meetings in locations large enough to accommodate children. Publicize and provide activities to engage children while their parents are participating.
- Identify and engage community and neighborhood leaders. These leaders include council members, neighborhood organization leaders, school and university leaders, community organizations, talk radio hosts, newspaper editors, neighborhood newsletter editors, and leaders in Austin's faith communities. Ask them to help frame the message, identify questions, and support us to communicate with their communities. Ask them when the best time is to get information to their communities.
- Give people alternative ways to participate. Understand that many people want to call the city and they don't want to share their identity or contact information.
- Hold events in schools. Engage students to inform their parents.
- Use radio advertising.
- Collaborate with cultural centers: Asian, African-American, Mexican-American.
- Hire community organizers to interact with communities.
- Provide translators for Spanish and other languages.
- Use popular education techniques: comic books, Youtube videos, contestorias, and plays.

Identify messages

What information should we communicate to the public as part of our preliminary public education efforts?

History of water use and politics in Austin, where it comes from, what is is their water.
History of drought
Climate change forecasts

Identify questions

What type of input should we seek from the community? What kind of questions should we ask to gather input on community values and goals to be reflected in the plan?

Why is water important to you, your family, and your communities?
What are Austin's most important water uses?
What uses should be prioritized?
Should we use water from aquifers outside of Austin?
What can the City and the community do to use water more effectively and efficiently?
What conservation measures would you support?
How should costs for water be distributed fairly?
How can the City support those in our community least able to afford rate increases?

Integrated Water Resource Plan

PRELIMINARY PUBLIC OUTREACH TASK FORCE WORKSHEET

COMMUNITY VALUES AND PLANNING GOALS

Note: Please use this blank worksheet to provide additional input and ideas. A separate, filled-out version of this document has also been provided by staff as a launching point for additional brainstorming and input.

In order to develop a strategy for preliminary public outreach efforts and brainstorm ideas about implementing these efforts, Austin Water staff has begun to identify audiences and outreach methods and would like to gather the Task Force's additional input. This information will help guide preliminary public outreach efforts prior to the Main IWRP consultant coming on board, with initial community meetings to be held in early 2016.

The key goals of this preliminary outreach are to (1) focus on gathering information on community values and goals that should be reflected in the IWRP, (2) seek input from stakeholders which reflect the diversity of Austin's population and customers and (3) inform and educate the community about long-range integrated water resource planning in Austin. Preliminary outreach to accomplish these goals will be a part of broader outreach efforts that will be ongoing throughout the plan development process.

Preliminary audiences

- Stakeholders which reflect the diversity of Austin's population and customers
- Examples of types of diversity to be considered include:
 - Geographic diversity
 - Stakeholders from all 10 Council districts and surrounding areas
 - Demographic diversity
 - Race and ethnicity
 - Age
 - Housing: Renters, Homeowners
 - Gender
 - Household type: Families, Singles
 - Socioeconomic diversity
 - Income
 - Occupation
 - Educational attainment

Please feel free to add suggestions to this section.

-Commercial building owners.

-Apartments.

-Agriculture

-Golf course

Identify underrepresented groups

Which historically underrepresented groups within our preliminary audience should we reach out to and include in our public outreach and education efforts? Note that high interest groups and underrepresented groups are not necessarily mutually exclusive.

Identify high-interest groups

Which stakeholders and others with high-interest within our preliminary audience should we reach out to and include in our public outreach and education efforts? Note that high interest groups and underrepresented groups are not necessarily mutually exclusive.

Identify barriers to participation

What are some barriers to participation from underrepresented groups? How might we overcome those barriers?

| Evening meetings may be a barrier. Have flexibility in meeting times depending on particular group.

Identify messages

What information should we communicate to the public as part of our preliminary public education efforts?

1. Purpose of Study
2. Background
3. Potential outcomes.
4. Potential economic impact

Identify questions

What type of input should we seek from the community? What kind of questions should we ask to gather input on community values and goals to be reflected in the plan?

1. Rate sensitivity.
2. Appetite for conservation.

I have another idea. Why don't we set up a committee of nationally recognized water experts, that come to Austin and participate in a one day workshop every year during the course of the study, to QA/QC the work product to date and offer insight. This could be Water Utility Directors, Academics, Industry , etc.