

Outreach and Communication Special Topic Group



We are excited to share with you the opportunity to shape our City's water future!
One Water LA announces the launch of our Special Topic Groups,
designed to discuss in detail topics in need of your input.

The **Outreach and Communication** Special Topic Group will meet with the purpose of

- ✓ Providing input on ways to improve One Water LA outreach and communication,
- ✓ Help improve pathways for information to flow to and from the One Water LA team, and
- ✓ Help leverage new communication channels to promote One Water LA.

The **Outreach and Communication** Special Topic Group will be discussing important issues such as:

- One Water LA outreach to date
- Complementary city/agency/organization outreach
- Key messages
- Audiences
- Strategic communication objectives
- Outreach methods and avenues
- Outreach strategies and timing
- Measures
- Pepperdine's MBA Program recommendations
- Community groups
- Social networking

The **Outreach and Communication** Special Topic Group will be asked to:

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| • Provide input for the One Water LA message plan |
| • Provide input for the Marketing Strategies Plan |
| • Assist with developing special topic messages |
| • Help expand our stakeholder database |
| • Help develop website and informational materials |

Commitment from group members:

- Attend 3 meetings between February and June 2016 (2 hours each)
- Review materials provided ahead of time
- Actively participate in each meeting (and any follow on action items!)
- Provide update(s) on your group's progress at general stakeholder meetings

Commitment from One Water LA Team:

- Provide a facilitator from the One Water LA team to ensure that meetings are well organized, meeting objectives are met and everyone is able to participate effectively.

Have representatives from LASAN and LADWP on hand to answer questions and participate with you.

For more information please email us at OneWaterLA@lacity.org.

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