



**One Water LA
 Outreach and Communication
 Special Topic Group - Meeting #1
 2714 Media Center Drive, Los Angeles, 90065 (Training Room)
 Friday, March 18, 2016
 1:00pm - 3:00pm**

"This summary reflects the opinions of stakeholders and may not necessarily be those of the City of Los Angeles."

Meeting Summary

The purpose of this summary is to provide an overview of the discussion topics, including ideas, solutions and issues. It is not intended as a transcript or as minutes.

Meeting Attendees

Participants

| | |
|----------------|---|
| Matthew King | Heal the Bay |
| Anthea Raymond | Los Angeles County Beach Commission |
| Tom Williams | Sierra Club/Citizens Coal Safe Community |
| Tony Wilkinson | Neighborhood Council, DWP MOU Oversight Committee |
| Ken Murray | |

Meeting Team

| | | |
|--------------------------|--------------------|-------------------|
| Facilitator | Patsy Tennyson | Katz & Associates |
| Technical Lead | Karen Snyder | Katz & Associates |
| One Water LA Team | Rebecca Drayse | LASAN |
| One Water LA Team | Eliza Jane Whitman | LASAN |
| One Water LA Team | Doug Walters | LASAN |
| One Water LA Team | Pamela Perez | LASAN |
| One Water LA Team | Kim O'Hara | LADWP |
| One Water LA Team | Dawn Cotterell | LADWP |
| One Water LA Team | Bob Sun | LADWP |
| Note Taker | Julia Kingsley | CORO / Carollo |

Welcome & Introductions

Patricia Tennyson, meeting facilitator, opened the meeting at 1:05 p.m. and welcomed the participants. This was followed by self-introductions of participants, LASAN/LADWP staff and consulting team members.

Agenda Overview and Meeting Logistics



A general overview of the Special Topic Group (STG) role and meeting objectives was provided, along with a review of meeting process issues and discussion guidelines. The agenda was reviewed and participants had no questions.

Overview of the One Water LA Plan

An overview of the One Water LA Plan was provided by Eliza Jane Whitman. She explained that the second phase of the planning process is underway and the goal of this process is to:

- Broaden the number of people who are aware of OWLA.
- Develop communication tools with input from members of this STG.
- Identify additional contacts to whom information about OWLA can be provided.
- Incorporate the STG input into the plan.

OWLA reflects Mayor Garcetti's goal of achieving 50 percent local water supply by 2035 and will include an examination of water sources including storm water and recycled water, new technologies and creative ideas, and identification of new city policies and water-related integration opportunities between City departments and regional agencies.

Stakeholders have provided valuable input in the development of OWLA. For this phase of the planning effort, five special topic areas have been identified that would benefit most from additional targeted input – the Outreach and Communication STG is one of those. Three meetings will be held where the planning team will be tapping into group members' creative ideas to shape OWLA messaging and improve ways to broaden its reach and raise awareness about OWLA.

A diagram of the OWLA public involvement approach was included to illustrate the existing and new approaches to gaining input from stakeholders and others.

Road Map for the Outreach & Communications Special Topic Group

Karen Snyder, a member of the consulting team, discussed more specific goals for this STG and described the proposed content for the three planned meetings.

Objectives for the first meeting of the Outreach and Communications STG included:

- Providing input for the OWLA message plan and the associated outreach plan and marketing strategies plan.
- Assisting with developing special topic messages.
- Helping expand the stakeholder database
- Helping to develop website content and informational materials.



Subsequent meetings will include continued discussion of these topics, as well as discussion of opportunities and solutions and action steps, a review of outcomes, and development of a presentation to the stakeholders' workshop.

Initial Participant Requests/Feedback

Participants observed that the public involvement diagram should emphasize two-way communication between all of the groups shown.

The group also requested feedback on what other STGs are discussing and concluding so that it can inform the message plan.

Members also recommended that the STG meeting location and meeting day of week/time of day stay the same.

Group members asked questions and provided initial input that stressed the importance of:

- Coordination among agencies related to stormwater.
- Funding for communication strategies.
- The need to ensure, through a OWLA narrative, that messages convey why OWLA is important and explain what the city is doing are concise, easy-to-understand, free of jargon, and emphasize that drought is recurrent in California.

Background Presentation - Outreach Plan & Marketing Strategies Plan

There are two types of communication plans under development:

- Outreach plan, which describes the public involvement process being followed and is reflected in the public involvement approach diagram.
- Marketing strategies plan focused on maximizing awareness and understanding of the One Water LA program among stakeholders and the general public. The marketing strategies plan is under development and an outline of what it will include was provided as part of the presentation.

Among elements of the marketing strategies plan will be:

- Information that will be given to stakeholders.
- Methods of collecting input and data from them.
- Methods to identify opportunities for collaboration.
- Internal communication to ensure City staff are equipped to provide a consistent and concise information about One Water LA.
- Communication with business and industry groups, NGOs and other interest groups.
- Community outreach to the general public.



- Media and social media outreach.
- Strategies for gaining visibility and recognition of the OWLA plan.

Group Discussion

Messages:

The group was asked to participate in post-it note brainstorming exercise to address one of the early key elements in the marketing strategies plan: “What are the most important things people need to know about OWLA?” Input will inform message development for OWLA. Areas identified by STG members included:

- OWLA is long-term plan to address a long-term problem (permanent drought, there is no new water as seen in the water cycle, it is inescapable that all water is source water from rain to potable reuse, and the city has a long-term plan for water).
- We are making progress on developing solutions.
- Water supply issues are interrelated and complex (we all contribute to water supply problems and solutions, we need to coordinate efforts of all city departments, but also coordinate the city’s actions with work being done by other cities, agencies and the state, all while fighting information overload and drought burnout).
- Communication must be simple and easy-to-understand (have no more than an eight-word mission statement, display information on issues and groups in a matrix, and put everything online including the scope of OWLA and its schedule, resources and funding costs).
- Address the quality of recycled water and its various uses including aquifer clean-up and recharge; talk about the fact it is high quality and safe to use; and address the “what’s in it for me” question that most people will have.
- Show all costs and how they are allocated among departments so people see what they are paying for; do not hide this, and include return on investment.

Engagement Opportunities:

The group had a lengthy discussion of the next post-it brainstorming topic: “How can we communicate most effectively with community members and stakeholders?” Acknowledging that there is no “one best way to communicate” and no one voice or communication channel that will reach all audiences, many ideas were suggested including:

- Look at unexpected ways to communicate as well as unexpected message carriers (for example, LA Kings, George Clooney’s Facebook/Twitter, etc.).
- Use social media platforms such as Facebook, YouTube and Twitter.



- Ensure information is graphically appealing, especially for those concepts that are hard to explain in words.
- Use video.
- Include multi-lingual communication – translate documents and electronic pieces.
- Do not hide the fact that there is an obligation for the city and county to manage stormwater runoff and address the pollution issue – and that this will cost money.
- Emphasize that all water is recycled.
- Develop public event partnerships, such as with the Metro line opening.
- Partner with universities.
- React to current water news and look for opportunities to leverage interest in water (even such stories as Flint, MI) and tie OWLA together with news items and other things happening in the area, such as the new Rams stadium.
- Consider use of digital communication channels, BuzzFeed-style communication and “Listicle”; “goofy” YouTube videos; SnapChat contests.
- Consider a Silicon Beach idea content hackathon.
- Have a social media contest that is not on the city website.
- Consider Heal the Bay’s “rule of thirds” for messaging: 1/3 “fun stuff” about water, 1/3 about what the city is doing to recapture water, and 1/3 specific information about this program. This should be simple messages that can be picked up and shared by others to improve the reach of OWLA information.
- Tie information to other happenings, even holidays (10 Things I Love About One Water on Valentine’s Day; 10 Scariest Things on Halloween, for example).
- Seek to place feature stories that Angelenos should be proud of, such as articles about the good things being done by city department employees.
- Respond to crises when they occur because people are paying attention.
- Meet with community papers and provide facility tours for reporters and editors. Show as well as tell, but make it a “road show” and provide information in unusual locations, such as a brewery.
- Provide facility tours more broadly (i.e. Hyperion).
- Monitor online participation and communication. Read about what people are saying about water on the Internet (i.e. Blogs, Water Maven, etc.) and provide good information in response.
- Make communication personal and relatable (such as \$1 billion cost of project, or cost per customer) and provide value with it.



- Educate a group of community influencers about OWLA, including influencers in neighborhood councils (they are an important audience to engage).
- Empower other people and organizations outside the city to help carry your message.
- Work with groups outside the water industry, including art and drama groups (such as USC's play about water, or Clock Shop's art-based programs about water).
- Reach out to a range of audiences, such as:
 - Influencers
 - Neighborhood Councils
 - Lower income communities
 - Social media groups, such as Nextdoor
 - Chambers of Commerce
 - Businesses/Ratepayers
 - Incubators (i.e. Clean Tech Incubator)
 - LAX/Local and regional airports
 - Foundations
 - Libraries
 - Seniors
 - Universities
 - LAUSD's and chart school water curriculum and charter schools
 - Other school groups (especially as a way to reach parents)
 - Sports and entertainment organizations
 - Smaller environmental organizations
 - Specific organizations:
 - GreenLA
 - Neighborhood Council Sustainability Alliance
 - Food groups:
 - Local and sustainable food groups
 - Gardening groups
 - LA Kitchen
 - Food Policy Council

Follow-Up Action Items

Follow up action items include:

- Develop a roster of STG members and staff.
- Work with OWLA team to update stakeholder participant diagram.
- Establish a Doodle poll for the next meeting date.
- Send out meeting notes and materials for the next meeting at least three days ahead of time so members can review it prior to the meeting.
- Share notes from other STG meetings.



- Provide information about LAUSD's curriculum.
- Provide a written outline of topical areas to be included in the marketing strategies plan.