



**One Water Los Angeles
Outreach and Communication Special Topic Group – Meeting #2
Tuesday, May 3, 2016 1:30 - 3:30 pm
2714 Media Center Drive (Training Room A)**

"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
Dr. Tom Williams	Sierra Club/Citizens Coal Safe Community

Meeting Team

Facilitator	Patsy Tennyson	Katz & Associates
Technical Lead	Karen Snyder	Katz & Associates
One Water LA Team	Rebecca Drayse	LASAN
One Water LA Team	Lenise Marrero	LASAN
One Water LA Team	Pamela Perez	LASAN
One Water LA Team	Anthony Tew	LADWP
One Water LA Team	Dawn Cotterell	LADWP
Note Taker	Tom West	Carollo Engineers

Welcome and Introductions

Introduction of LASAN and LADWP staff, consultant staff, and lead team took place. Participants also introduced themselves to the group.

Agenda Overview and Feedback

The overview of agenda was briefly discussed. The group discussed the small number of attendees at the meeting. The team concluded that a new system was needed to send out calendar invite and RSVPs.

It was also recommended that One Water LA team members call to confirm invitees' participation for each specific special topic group. Another suggestion included additional follow up to confirm materials were received.

Purpose of Special Topic Group

Outcomes for the Outreach and Communication Special Topic Group were discussed.

- Revised messages incorporating input
- Assistance with special topic message development



- More specific audience categories list
- Expanded stakeholder database
- Revised outreach activities matrix
- Updated draft informational materials

The group discussed the need and criteria for a stakeholder database. The group also discussed that the LADWP rate increase process has likely motivated some groups (i.e. neighborhood councils) to actively monitor water. They may be sensitive to the potential of additional costs. It is important that these specific groups are included in the database and outreach.

Review Draft Messages

The Message Review document was presented to the group. The group provided feedback.

- Messages about economics need to come across as one of the key messages. The message that “plan implementation will cost money, but that it is a worthwhile investment that will pay future dividends” should be clearer. It was recommended to include a separate message point to highlight the cost and need for investment.
- There should be a focus on conservation messaging. For example, with the State Water Project consumers have become accustomed to receiving water on demand and we need to do more to change that culture. Conservation is the cheapest supply. City residents are currently using 200,000 acre feet per year (AFY) that does not reach the treatment plants, which means that it is being used for outdoor irrigation. The use of that water for green lawns does not seem appropriate.
- Message point #3 is too long. We need to find a way to simplify the language into a sound bite. For example, reduce, reuse, and recycle.
- Question: Are we looking at messages that are going out before the plan or as part of the plan? The plan needs defined objectives, means, and methods.
- Answer: We are seeking to put out general messages to broaden understanding of the general stakeholder base.
- The messages need to be specific to each targeted audience.
- It was suggested that we consider using the simple message of reduce, reuse, and recycle that has been used in solid waste education campaigns. LADWP is currently using the similar "capture, conserve and reuse" in their programs with Los Angeles Unified School District (LAUSD).
- LADWP’s primary communication strategy is their speakers’ bureau.
- Not many people are eager to visit a government website for information. The City needs to leverage all of the available tools to distribute information. That includes Twitter, cross promotion with other organizations, and links to One Water LA from other websites. Promotion through an LADWP bill insert is not enough.
- The City needs to have a person or company of influence representing One Water LA. Discussion included showcasing a celebrity with lawn improvements or involving a prominent organization such as the LA Kings discussing water. Starbucks recently made a statement that they have reduced the amount of ice in their drinks. One Water LA should do something similar.



- It is important to have translated informational materials.
- Comments were focused on shortening the language in the message points.
Specifically:
 - Ex: "No on 710". Instead use positive language to convey action or an aspiration. Ex: "get on rail" or "Beyond coal."
 - Short mission statement or tag line. Instead of One Water LA, use "LA's Water Future".
 - Need to establish who is behind the effort and all of the organizations involved in One Water LA. Need to say that we are all in this together. For message #2 insert "all of" before "LA"
 - Avoid using the term "stakeholder" if possible. In message #3 replace with "public participation."
 - In general, there is too much repetition in the messages in the document.
 - When referring to "reliance", it is important to have an end date.
 - At the end of any material, there needs to have an action item. What are you asking the person to do? For example, come up with five specific things people can do (talk to your neighbor, attend a workshop, go to our website, etc.).
 - Drive people to the website. The need to include cross-promotion was brought up several times.

There was discussion about the possible need to focus on big industry. Discussed how messages could be tailored: here is what utility is doing on stormwater. What can you do (public message and a separate business message)?

We need to ask the question: "What's in it for me"? What are the five specific things the average person would benefit from through the One Water LA program in their daily life?

Help Build Audience/Stakeholder List

In reviewing the Audience Categories handout, the group commented on adding the following to the list:

- Army Corps of Engineers, LA County, LADPW, MWD, LAUSD, etc.
- Public agencies that have direct contact with people (e.g. METRO, Dash)
- Homeowners
- Landlords and renters
- Different communities, languages, and leaders
- Possibly agriculture. It was noted that this could be beneficial to have leaders in the agricultural sector speak about water use in the Central Valley. However, there was concern that One Water LA should focus on what we can do locally to influence water reliability.
- Discussed bringing in regulators to discuss how they are balancing competing interests
- Business improvement districts
- Chambers of commerce (30 in Los Angeles that are pretty active)



- Religious groups
- Urban Land Institute
- Media (e.g. editorial boards)
- Civic organizations
 - League of Women Voters
 - League of Conservation Voters
- Senior citizen clubs/organizations
- Recreation and parks
- Public libraries (both City and County)
- Neighborhood and community gardens
- Suggest contacting Meredith McCarthy at Heal the Bay for her recommendations
- Garden tours (LA Magazine and Curbed LA might be interested in picking that up)
- Lakers, Kings, Dodgers, etc. Come up with a "water day" to promote. Present a "water warrior" award at halftime.
- Autry Museum
- Natural History Museum
- Griffith Park
- Construction unions and other labor organizations
- Taxpayer groups including Howard Jarvis Taxpayer's Association. It was noted that LA Watchdog is a blog on the issue, but not necessarily an organization or group.

On the issue of taxpayer groups, there was discussion regarding life cycle costs. For example, Measure R2 includes deferred maintenance as well as future replacement costs. If/when a stormwater funding measure goes out for a vote, all these costs need to be included and communicated to tax/ratepayers.

Outreach and communication efforts need to recognize that people aren't familiar with the history of water in Los Angeles or the specifics of water infrastructure.

Outreach Strategies and Tools Matrix

The table of outreach purpose and tools was presented. Comment/input provided included the following:

- Need to promote actions. How are those integrated in the "outreach tools"?
- Under "collaborate", the only tool listed is "Ongoing advisory groups". We need to have more than activities. Some examples could include:
 - Contest
 - Hackathon
 - Involving universities, like Pepperdine, to collaborate on messaging
 - Collaboration with big construction firms
 - Present to executives, like at Turner Construction
 - Get their feedback on policies
 - City Council and Board of Supervisors
 - Regional Water Quality Control Board (RWQCB)



- Elected and appointed boards
- Need to use other tools like YouTube and interviews.
 - Need to be in real-time in order to be effective.
 - Where is the content going to come from?
 - Contests, quizzes, people posting on Instagram – Heal the Bay gets a lot of interest through these things.
- The City could use a taste test that includes samples from LA City water, purified water, and bottled water. BuzzFeed could videotape these efforts.
- There can be a competition between companies on beach cleanups or competition between neighborhoods or council districts on water conservation.
- There was discussion about the recommendations from the Pepperdine MBA students. It was agreed to share their report with other members of the STG and have them comment as well.
 - Develop a badge for websites that can display participation in One Water LA program.
 - Develop #StartsWithOne hashtag if it doesn't already exist
 - Event sponsorships – Focus on One Water/LASAN specific sponsorship
- Another example was a greywater training workshop being sponsored by City of Pasadena.

Discussion and Engagement Opportunities

- How is One Water LA going to coordinate with Mayor's office on Save the Drop? Meanwhile need to do the same with LADWP's message of capture, conserve and reuse. Need to find a way for these to be folded in with One Water LA.
- What about creating the next evolution of Save the Drop? For example, what about morphing into "Capture the Drop, Reuse the Drop" and others.

Follow Up Actions

- a) Revise the materials per comments
- b) Circulate Pepperdine material for review and comment
- c) Prepare graphics that can help illustrate the messages more effectively
- d) Schedule additional outreach STG meeting, to take place in the next 3 weeks
- e) Send out informational materials for review
- f) Develop report on department coordination and outreach to Department of Neighborhood Empowerment (DONE)