



**One Water Los Angeles
Outreach and Communication Special Topic Group – Meeting #3
Wednesday, June 15 2016 10:00 - 12:00 pm
2714 Media Center Drive (Board Room)**

"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
Ken Murray	Wilderness Corp
Veronica Padilla	Pacoima Beautiful
Tony Wilkinson	Neighborhood Council MOU Oversight Committee
Anthea Raymond	LA Kayak Club/County Beach Commission

Meeting Team

Facilitator	Patsy Tennyson	Katz & Associates
Technical Lead	Karen Snyder	Katz & Associates
One Water LA Team	Rebecca Drayse	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, Review Purpose of Special Topic Group

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

Agenda Overview, Meeting Logistics, Meeting Two Summary

The overview of agenda was briefly discussed. The meeting notes from the last meeting were circulated. No comments were provided.

Review Revised Draft Messages (with feedback incorporated from Meeting Two)

The revised Message Plan document was presented to the group. The draft messages incorporated feedback from meeting #2. The goal was to streamline the message points.



Comments included:

- Need to include the idea that stakeholders including government, non-profits and businesses are collaboratively working together.
- The word “city” has a much broader definition. It should refer to like-minded people.
- Cost and affordability should be mentioned in the messages.
 - Messages need to address potential rate increases.
 - It was noted that LADWP is making great efforts to make the suite of projects in the plan most cost effective.
 - This plan should be marketed as a “survival plan”; not as an optional cost.
 - Purple pipe is a sunk cost.
 - Mayor's executive directive did not mention cost.
 - Need to take affordability into account.
 - Need to clearly state that costs will be increasing -"cost is going to go up" or "minimize the impact of costs".
 - With the cost of imported water increasing it is fiscally responsible to invest in local water supply.
 - While costs are important, the bill is not the only thing people care about. They are also interested in the environment.
- Need simple messages, avoid spreadsheets, and fiscal emphasis is missing.
- Should mention desalination, this can relate back to fiscal responsibility.
 - Others countries are using desalination. Ex: Israel and Singapore
- Emphasize that the battle for secure water supply is “winnable” and “doable” with good planning.
- Include “save, capture, reuse and recycle water” as a subtopic under message #5.
- Try to discuss in context of "urban" water cycle.
- On message #4, instead of 'One Water LA is an investment,' it needs to state that people will need to pay for this investment.
- With the five messages, there is no overarching message.

Review Draft Informational Materials

The One Water LA fact sheet and pocket card were presented to the group. The group provided feedback and reviewed the outreach documents.

Suggestions for One Water diagram:

- Change orange color on wastewater with dripping faucet
- Graywater - use pink color instead of purple
- Put green on the faucet
- Use drain image instead of a faucet

Suggestions for fact sheet:

- Switch placement of challenges with benefits section. The benefits should be on the first page; the pages should be numbered.
- Why is there no reference to graywater in the fact sheet?
- There are too many messages on one sheet.
- The first page needs to stand on its own.



- There should be one page for each message.
- The fact sheet needs to be more attention grabbing.
- There is a little too much focus on the problem rather than solutions.
- There needs to be a section describing why this program is necessary.
- Choose consistent color palettes and stick with them.
- The team should look into creating a One Water LA pocket guide or an app.
- Consider creating bookmarks with big point on the front and details on the back.
- Consider using Word readability index and make sure no higher than 8th grade level.
- Include context that many cities are in trouble due to California's statewide drought coupled with climate change. Los Angeles is not due to its visionary planning.

Discuss Specific Group/Organizations to Add to Draft Audience/Stakeholder List

The group reviewed the revised Audience Categories handout. The team asked for any additional suggestions. The project team can distribute a more complete list. There are already some extensive stakeholder lists available.

Comments included:

- Include neighborhood councils
 - The group discussed whether or not Neighborhood Councils should be listed under “Internal and Government Agencies”
- Add parent centers
- Add schools and home-school organizations
- Add senior groups

Review Marketing Strategies Plan Outline

The group reviewed the Marketing Strategies Plan Outline.

Comments included:

- The list of items under Section 9 seems long.
- We need to understand the outreach budget and where money should be spent.
- We need to make sure we have stakeholder involvement in the implementation of the Marketing Strategies Plan.

Discuss Stakeholder Workshop Reporting

The group discussed upcoming Stakeholder Workshops where representatives of the five Special Topic Groups will provide a report out during the meeting. The Outreach and Communication Special Topic Group report out will likely occur at the August workshop. Like other groups, the Outreach and Communication Special Topic Group will need to designate a spokesperson.

- We need to understand the format being used by other groups
- We suggest a combination of three individuals representing the City, the Special Topic Group, and the consultant team



- LASAN team member Pam Perez, reached out to different groups to get representatives to attend the stakeholder meeting with her and encouraged others to do the same.
- There was a request for work product from the Stormwater and Funding Special Topic Groups in order to complete the message development.

Committee Wrap up and Next Steps

- Determine representative and presentation for Stakeholder Workshop.
- Distribute existing stakeholder list.
- Schedule a follow up webinar/call to discuss comments on materials.
- Email information to group for comments. Looking at additional meeting in mid-July.
- Provide information from funding and stormwater STGs to the outreach group by mid-July.
- Attend upcoming stakeholder workshops. They will be in June, August and September.