



# Outreach Plan for the Gateway Integrated Regional Water Management Plan



## **Outreach Plan for the Gateway Integrated Regional Water Management (IRWM) Plan**

Following is an outreach plan that outlines the strategies, tactics and materials necessary to reach the stakeholders and general public, with an emphasis on Disadvantaged Communities, or DACs, to enlist their participation in Gateway IRWMP's development process.

Integrated Regional Water Management (IRWM) is a collaborative effort to identify and integrate projects, programs and policies for demand, water supply, water quality and flood management for the Gateway IRWM Region (Region). IRWM crosses jurisdictional, watershed, and political boundaries; involves multiple agencies, stakeholders, individuals, and groups; and attempts to address the issues and differing perspectives of all the entities involved through mutually beneficial solutions.

### **ASSUMPTIONS**

- All parts of the plan are open to review and comment. As part of the IRWMP process, the Gateway IRWMP group will be accepting initial comments at the public meeting (both the stakeholder and Gateway Water Management Authority "GWMA" meetings are public). There is a public draft document and a public meeting halfway through a public review and comment period. The public can appear at the JPA meeting when the plan is adopted.
- As the governing board of a joint powers authority, the GWMA will evaluate and respond to public comment.
- The public review draft of the plan will be submitted in about 14 months from now.
- The final IRWMP is adopted by the GWMA and copies are submitted to Department of Water Resources.
- We cannot call the plan anything else as the State has a particular definition and standards for an IRWMP.
- Any member of the public is eligible to participate in meetings and provide input regardless of whether they are owners or tenants of where they live.
- We have based our recommendations on census data of select cities with the highest density of DACs as well as conversations with a few stakeholders and residents in select cities.
- A component of the IRWMP process is community outreach to stakeholders within the Region. Initial outreach will be conducted to non-GWMA members, interested parties and disadvantaged communities.
- Stakeholders are defined as people who are speaking on behalf of a group of people and are usually but not always part of an organization, whether public, private or nonprofit

## THE PLAN

Goal of the project (the “why?”): Demonstrate a concerted effort was made to reach out to underserved communities (stakeholders and general public) in the Gateway Cities to provide input into the IRWMP.

Goal of the plan: Ensure community is fully engaged or has an opportunity to be engaged in the process of developing the plan. The general goal, which is being finalized in the first steps of the planning process, is to ensure the water supply and water quality of these communities are protected and enhanced.

## THE OUTREACH

### GOALS

- Demonstrate that a concerted effort was made to appropriately inform stakeholders in the gateway communities of the upcoming plan and their right to contribute to it
- Demonstrate that a concerted effort was made to reach stakeholders that represent residents in the DACs
- Make initial contact with at least 5 DAC reps to be added to the existing Stakeholders Group

### MESSAGING

1. Keep Your Water Clean For Your Children: This is about keeping your community’s water clean and reliable for your children and future generations
2. Call to Action: Come to the public meeting for information + logistics

\*all translated into Spanish

### AUDIENCES:

#### *(1) City Representatives*

1. Action items
  - Join the stakeholders’ group and come to subsequent meetings
  - Spread the word on the plan and how to participate
  - Provide referrals of who else we should outreach to
  - Review the plan and provide feedback

#### *(2) General Stakeholders*

1. What is the action we want them to take?
  - Join the stakeholders group and come to subsequent meetings
  - Spread the word on the plan and how to participate
  - Provide referrals of who else we should outreach to
  - Review the plan and provide feedback as representatives of their community
2. What are the barriers and motivators?
  - Motivator -- having a say or an impact in the future water quality of their area

- Motivator - water quality and quantity issues are a good fit with nonprofit's mission or main line of services
  - Barrier -- time if they are nonprofits because they're usually short of resources
3. What type of stakeholders are they?
- Government
  - Businesses
  - Chambers of Commerce
  - HOA's
  - Nonprofits
  - Community leaders: not affiliated with an organization but influential in the community
  - Faith-based groups: churches or religious groups are huge gathering centers for many communities. We could tap into these leaders to publicize the meetings for us.
4. What are potential methods of communication (e.g., do they have Internet access, available media outlets)
- Most have Internet access, either at home, work or through smart phones
  - Some nonprofits and/or businesses have social media presence we could tap into
  - Utilize existing access to local cable and stakeholder websites, including GWMA website

### ***(2.1) DAC Stakeholders***

1. What is the action we want them to take?
- Join the stakeholders group and come to subsequent meetings
  - Spread the word on the plan and how to participate
  - Provide referrals of who else we should outreach to
  - Review the plan and provide feedback as a representative of their community
2. What are the barriers and motivators?
- Motivator -- protect the water quality in their area for the community; make an impact on the future; contribute to caring about and making water quality protection a social norm (if other people are participating or telling you about it)
  - Motivator -- precedent of nonprofit coalitions (e.g., Environmental Justice Coalition for Water) and civic groups (e.g., Padres Unidos, a parent advocacy group) having mobilized around water and Bell accountability issues and made a difference
  - Motivator - giving underserved communities a voice in protecting the water quality, and, by extension, quality of life in their communities
  - Motivator - water quality issue is a good fit with nonprofit's mission or main line of services
  - Barrier -- time if they are nonprofits because they're usually short of resources
  - Barrier -- distrust in government, especially around water issues (e.g., Maywood)
  - Barrier - long timeline of plan's development process and a lack of immediate tangible benefits/changes that directly impact their lives
3. What type of stakeholders are they?
- Businesses

- Nonprofits
  - Community leaders: not affiliated with an organization but influential in the community
  - Faith-based groups: churches or religious groups are huge gathering centers for many communities. We could tap into these leaders to publicize the meetings for us.
4. What are potential methods of communication (e.g., do they have Internet access, available media outlets)
- Nonprofits usually have Internet access
  - Some nonprofits and/or businesses have social media presence we could tap into
5. Any special “messaging” considerations for this group?
- Some may be monolingual Spanish-speakers and we need to consider this when conducting outreach

### **(3) General Public**

1. What is the action we want them to take?
- Primary:
    - Learn about the Gateway IRWMP and how it affects their community (either through attending a public meeting, reading about it online, etc)
  - Secondary:
    - Attend the 2/29 public meeting
    - Provide feedback based on highlights and questions we will provide
2. What are the barriers and motivators?
- Motivator -- protect the water quality in your area for your family and future generations; contribute to caring about and making water quality protection a social norm (if other people are participating or telling you about it).
  - Barrier - doesn't seem important to their everyday lives; low on their priority list; unclear call to action (it's too complicated to read the information or submit a comment)
  - Barrier - long timeline of plan's development process and a lack of immediate tangible benefits/changes that directly impact their lives
  - Barrier: fear they will be solicited for money in any way
3. What's the basic demographic info (e.g., ethnicity, age, language, immigrants?)
- Majority Latino, except for Compton, which is still majority Latino but has 1/3 African American population
  - A majority (over 50% for many cities) of the households have children under 18 living with them, which could potentially mean that keeping the water clean for children and their families is highly important
  - Average family size is about 3-4 people and age range runs the gamut, with the bulk of the population being younger than 18 and in the 25-44 range.
  - First generation residents are more comfortable speaking Spanish; younger generation is bilingual
4. What are potential methods of communication (e.g., do they have Internet access, available media outlets)
- Older generation reads or listens to Spanish-language media; younger generation have local media, mainstream media and social media

**(3.1) DAC Public**

1. What is the action we want them to take?
  - a. Primary:
    - Learn about the Gateway IRWMP and how it affects their community (either through attending a public meeting, reading about it online, etc)
  - b. Secondary:
    - Attend the 2/29 public meeting
    - Provide feedback based on highlights and questions we will provide
2. What are the barriers and motivators?
  - Motivator -- water quality has been a hot button issue in some cities like Maywood (i.e., they had brown running water) so residents may be motivated to participate and spread the word. A recent meeting in Maywood about water quality where volunteers went door-to-door distributing flyers garnered a turnout of about 100-120.
  - Motivator -- protect the water quality in your area for your family and future generations; make an impact on the future, norms (if other people are participating or telling you about it).
  - Barrier - doesn't seem important to their everyday lives; low on their priority list; unclear call to action (it's too complicated to read the information or submit a comment)
  - Barrier - high tenant rate compared with owners. Communities with high tenant rates are usually more transient and its residents less engaged compared with owner-occupied communities
  - Barrier -- transportation and child care (or child-friendly tools/activities to keep them preoccupied during meeting): since all meetings will be held in Paramount and there are significant numbers of single parents; consider meetings in other communities
  - Barrier -- time: many of them work in the evening and meetings are held at 7pm
3. What's the basic demographic info (e.g., ethnicity, age, language, immigrants?)
  - Majority Latino, except for Compton, which is still majority Latino but has 1/3 African American population
  - Most of the high-density DAC cities were low on home-ownership (30%) vs. rentals (70%) except for Compton, where 55% of the homes were owner occupied, and Paramount, where about 40% of the homes were owner occupied
  - **A majority (over 50% for many cities) of the households have children under 18 living with them, which could potentially mean that keeping the water clean for children and their families would be highly important**
4. What are potential methods of communication (e.g., do they have Internet access, available media outlets)
  - Limited Internet access at home but younger generation has access through schools and libraries
  - Older generation consumes Spanish-language press like La Opinion and Univision; bilingual younger generation may be best reached through the school system
  - Consider bilingual outreach flyers at libraries
5. Any special "messaging" considerations for this group?

- Direct link to water quality and importance of protecting family's health would be critical
- While the experience of some cities mobilizing around water quality issues is an opportunity to engage them further, it could also potentially be a challenge if we are lumped with any other water quality cases associated with government. Distrust in governments responding to communities' needs around this issue runs high.
- It may be beneficial to provide maps in any flyer or invitation to the meetings to make it easier for residents to participate.
- Describe Gateway IRWMP process, timeline, and how projects get funded and built.

## TACTICS:

### PHASE I: PLANNING

#### A. Create Materials

1. Finalize the messaging & the action: Before reaching out to the public, it is critical that the stakeholders group reach a consensus on what the key messaging points are and that the call to action (i.e., what exactly we want people to do and how they can provide input) has been clearly articulated.
  - a. Finalize the key messaging points for the public dissemination of the IRWMP
  - b. Decide on which sections/components of the plan will be widely publicized for public comment and the logistics of the way people will submit their comments. The final result should be a simple, easy to understand prompt and a clear cut way to respond to it.
  - c. Create the available avenues for public comment (e.g., offline stations, online form, etc)
  - d. Formulate how we will address or respond to feedback and through what channels
2. Develop a flyer: Create a basic flyer, in Spanish and English, that provides an "at a glance" of the project and then a clear call to action (e.g., come to the meeting, visit the website or call for more info). Use the design to set the tone for other program pieces.

*Audiences: General and DAC Public (for consumption), General and DAC stakeholders (for distribution)*
3. Create an editable design piece: Create a Word document with a designed header and footer that can be repurposed by anyone on the project to create program flyers or announcements. This way, the look and feel of the template will be immediately recognizable and associated with the project.

*Audiences: City representatives and GEI*

4. Create an E-newsletter: Collect email signups through the GWMA website or events whenever possible and send people periodic (e.g., quarterly) updates about the status of the plan should they be interested. E-newsletters would be bilingual and brief.
  - a. Create a sign-up sheet to take to events. Sheet would allow people with emails to sign up to receive the newsletter.
  - b. Create an E-newsletter template and subsequent updates with information that is relevant to a broad audience and send it out approximately once a quarter.
  - c. Make the E-newsletter available on the website and have an online signup form prominently visible

*Audience: Any*

5. Update the program website: Make the website accessible to the general public by making it more visually compelling as well as more user-friendly navigation and content-wise -- focusing on a clear call to action and specifics about how this plan will have a direct impact on people living in Gateway cities.
  - a. Re-create the website homepage including the structure, content and design
  - b. Add in a "get involved" page that provides visitors with an easy way to see what the opportunities are for involvement in the plan
  - c. Create a form that allows people to submit comments and thoughts about the plan online
  - d. Make sure that someone is collecting, tracking and addressing these comments on the back end - if people sense that comments and emails aren't being promptly responded to, they may disengage
  - e. Make the site bilingual - add a plug-in tool to translate site into Spanish

## **B. Build Partnerships**

1. Expand the existing list of stakeholders with an emphasis on DACs: There are several existing groups and coalitions of stakeholders covering the Gateway Cities that we could leverage. Because there is an extensive list of stakeholders that already exists, we will focus our efforts on expanding the list further with an emphasis on including more DAC stakeholders in the Gateway Cities. This list will go off of the existing list and should be a collaborative document (shared between GEI, SGA and the City reps) so that outreach to various organizations and people becomes a team effort.
  - a. Create a collaborative online document for information sharing
  - b. Ask each of the stakeholders to contribute at least two (2) possible stakeholder candidates (either in the General or DAC group)
  - c. We will focus on identifying and recruiting DAC stakeholders
  - d. Each stakeholder could commit to helping us distribute materials and resources to their networks

*Audiences: General stakeholders, DAC stakeholders*



## PHASE II: IMPLEMENTATION

### A. Set Up Public Comment Opportunities (especially for those with no Internet access)

1. Set up response mechanisms:
  - a. Online (see Website section under A.5 on page 8)
  - b. Offline stations at community centers or other strategic locations in the region: partner with a few key community centers and libraries that will contain information about the Gateway IRWMP and the opportunity for the public to submit a comment based on plan highlights and questions to be developed (e.g., self-addressed postcards, feedback email address, etc)

### B. Public Meetings

1. Decide on logistics
  - a. Book a meeting venue, select a time and date
  - b. Define purpose and expected outcomes of the meeting
    - i. Agree on what the key message points will be
    - ii. Decide on what action we're asking the public to take at the meeting
  - c. Decide how the meeting will be organized
    - i. Presentation? Open forum? Small breakout sessions?
    - ii. Line up the speaker(s), key messages for each and assess if a facilitator is needed
    - iii. Develop presentation, key messages, length and format (e.g., powerpoint, images, poster boards, etc)
    - iv. As needed, hire a simultaneous interpreter or use bilingual staff to interpret the proceedings of the meeting for non-English speakers
    - v. Create the necessary meeting materials (e.g., sign in sheet, comment cards, FAQ or flyer, etc)
2. Publicize the meeting
  - a. Create an event flyer (i.e. who, what, where, etc)
    - i. Send it out to local media outlets (e.g. chamber of commerce newsletters and respective City publications)
    - ii. Reach out to online community calendars including those on City websites and media websites
    - iii. Send it out to the City reps and ask that they post the announcement on the City website, cable channels, newsletters and online calendars
    - iv. Create an email invitation and send it out to city representatives, stakeholders, existing coalitions and task forces covering the region & local clubs (e.g. Rotary Clubs) to help spread the word
3. Conduct and/or facilitate the meeting
  - a. Conduct a dress rehearsal, if possible, to ensure everyone understands their role during the meeting, when and how the public will have an opportunity to weigh in and ensure the meeting proceeds smoothly
4. Synthesize comments and report back to community
  - a. Create a summary of the comments received during the meeting and your responses
  - b. Translate the summary and responses into Spanish

- c. Post the summary and responses to the IRWMP website
- d. Make the summary and responses available in libraries and community centers for those without Internet access

## C. Media

1. Use existing outlets
  - a. Tap into existing community resources such as:
    - i. School districts' newsletter and websites (e.g., school districts sometimes have an extensive mailing list and networks we could tap into to promote meetings and distribute information)
    - ii. City governments' newsletters, websites and local cable access television stations (e.g., individual cities and Gateway Cities' Council of Governments)
    - iii. Local nonprofits' newsletter and websites
    - iv. Coalitions and task forces within Gateway Region
    - v. Churches' bulletins and newsletter (e.g., Santa Rosa de Lima is a large church that spans several Gateway cities and could potentially help publicize meetings and promote the plan)
2. Identify key spokespeople within General & DAC Stakeholder Groups as well as General & DAC Public Groups (1-2 spokespeople total)
  - a. Debrief identified spokespeople on media outreach using talking points
3. Develop and distribute talking points for media outreach in English and Spanish
  - a. Limited to three (3) talking points (similar to the messaging points on page 2) that can be tailored depending on the type of outlet (mainstream vs. local, print or TV vs. radio, etc)
4. Mainstream Spanish-language media outreach
  - a. Some households consume more mainstream Spanish media such as La Opinion or Univision TV
5. Hyper local media outreach
  - a. There are a few smaller local papers that we could tap into to reach these communities, such as Eastern Group Publications, which is one of the largest chains of local bilingual papers with the following publications, many of which are based in the Gateway Cities:
    - i. Eastside Sun / Northeast Sun / Mexican American Sun / Bell Gardens Sun / City Terrace Comet / Commerce Comet / Montebello Comet / ELA Brooklyn Belvedere Comet / Wyvernwood Chronicle / Vernon Sun
  - b. Outreach to local Compton media for non-Spanish speakers: Compton Bulletin (<http://www.thecomptonbulletin.com/>)
  - c. The Wave for Maywood/South Gate area
  - d. El Aviso Magazine

#### **D. Online Promotion**

1. Cross linking: ask stakeholders that have websites and/or social media outlets to include a link to the Gateway IRWMP site or a direct link to the meeting information or public comment page within the website.
2. Geo targeted Google ads: when people within the boundaries of the Gateway do a water related search, they will be directed to the GWMA website