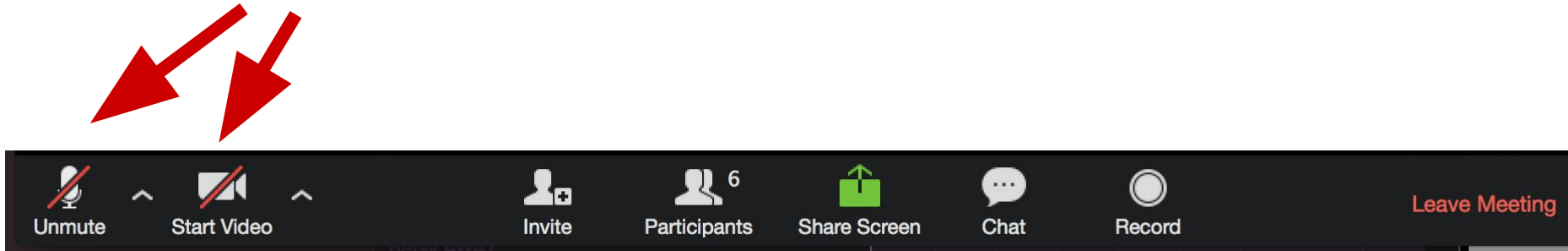


Zoom Meeting Technical Orientation



Local Government Commission
Leaders for Livable Communities

Click Unmute and Start Video



Click Participants
and Chat menu buttons

List of participants



Raise hand button



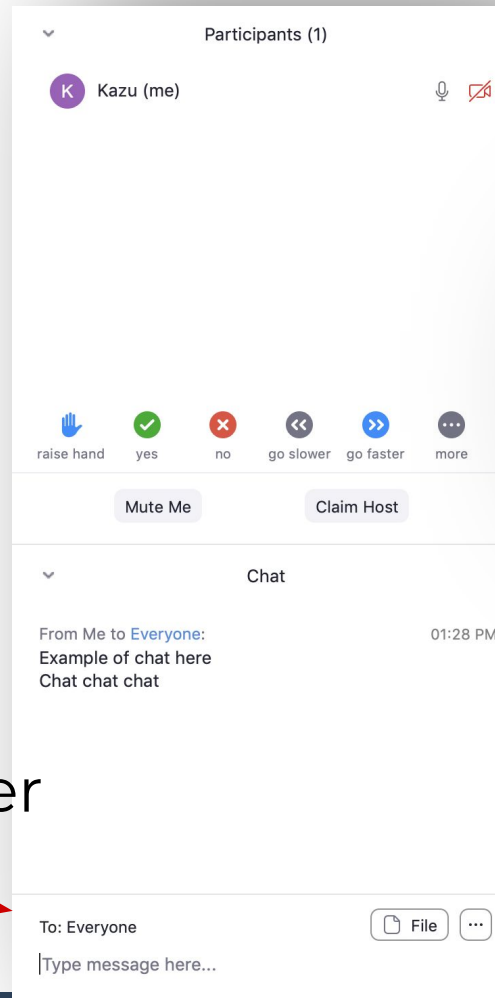
Chat Box



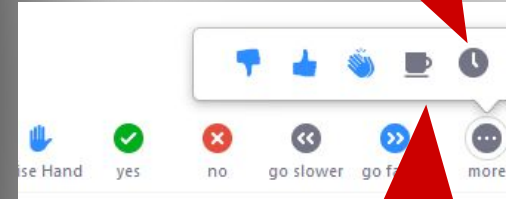
Write to everyone or another individual



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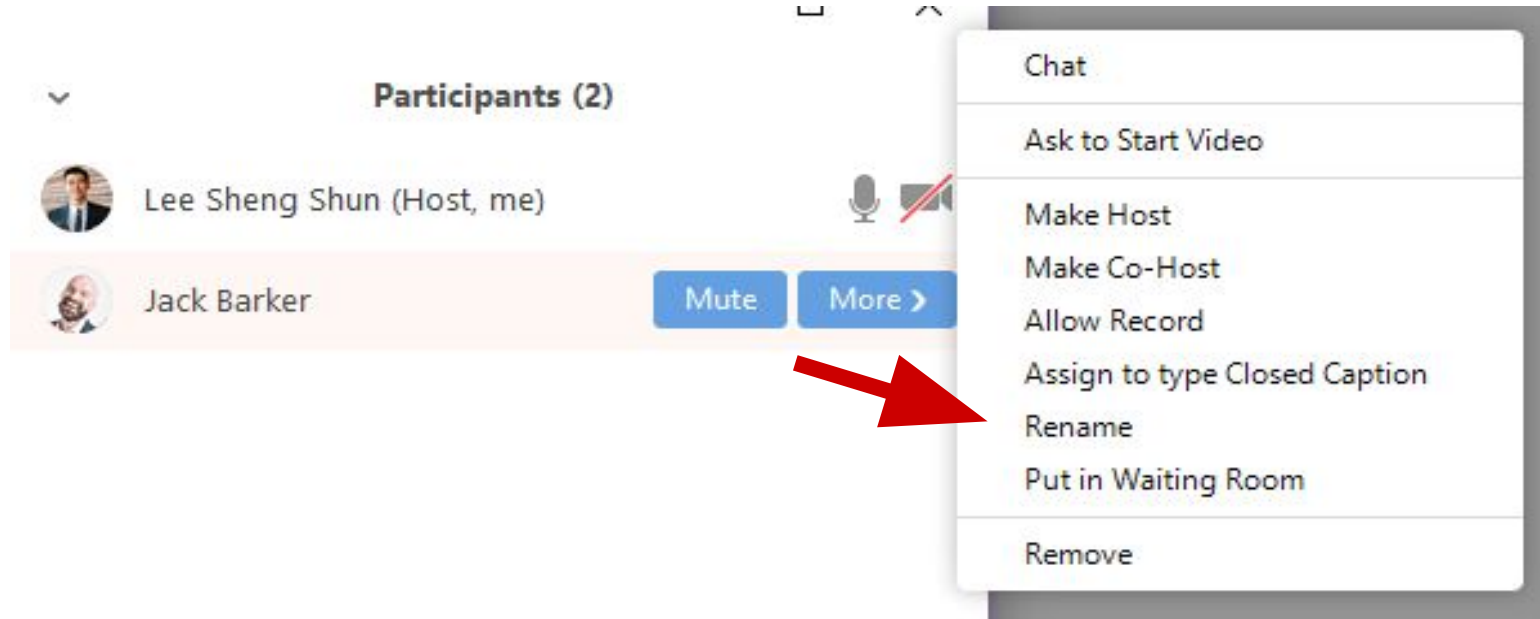


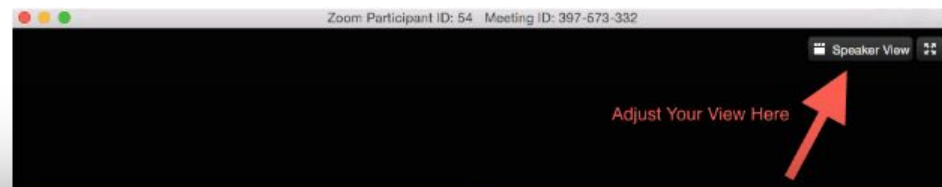
Stepped away



Need a break

Rename yourself by hovering on your name and clicking “Rename”.





Additional Guidance

Santa Ana River
Watershed Ambassador Program
For Local Policymakers
Workshop Three: Communicating the Value of Water
Attendee Packet
June 2nd / June 4th

Table of Contents

1. [Zoom Instructions](#)
 2. [Agenda](#)
 3. [Speaker Bios](#)
-

Zoom Instructions

Additional support can be found at: <https://support.zoom.us/>

If you have never used Zoom before, you can [join a test meeting](#) to familiarize yourself. You can also join our Tech Check between 12:30 and 1:00 pm. **We highly recommend all registrants log on to the call 15 - 20 minutes before it starts**, as heavy user traffic on the hour causes Zoom to slow down. This will also allow time to figure out your audio/video logistics and settle in.



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Leaders for Livable Communities

Santa Ana River

Watershed Ambassador Program

For Local Policymakers

Workshop Three:
Communicating the Value of Water
June 2 / June 4, 2020

Organized by:



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SAWPA

Session 1: Welcome & Introductions

Emily Finnegan

Water Project Manager



Local Government Commission
Leaders for Livable Communities

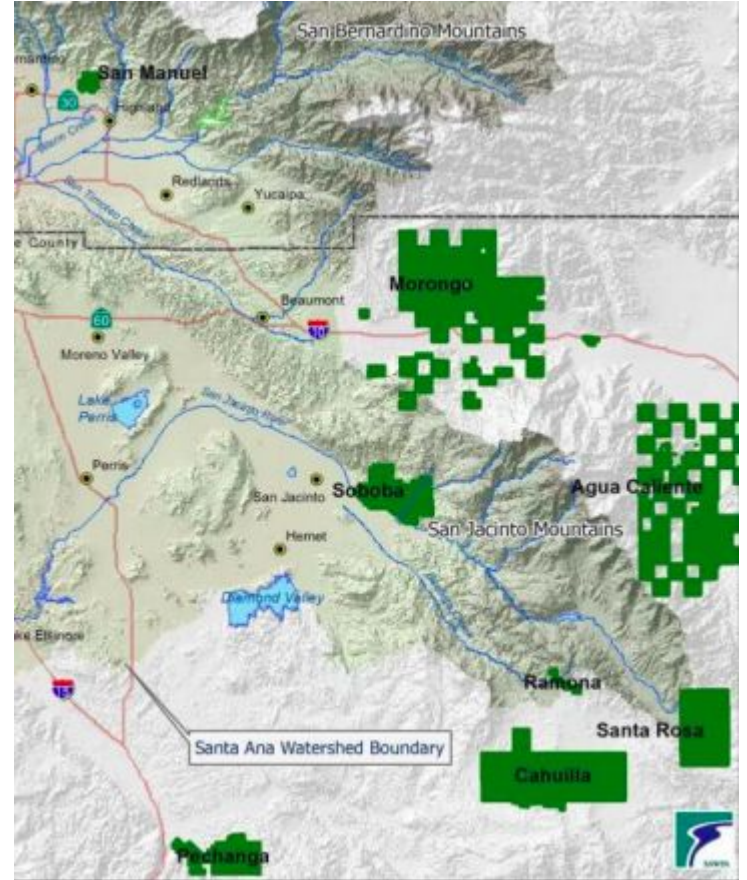
Watershed Ambassador Program

June 2020

www.lgc.org

HI, WHO JUST JOINED?	CAN YOU EMAIL THAT TO EVERYONE?	IS _____ ON THE CALL?	UH, _____ YOU'RE STILL SHARING...	HEY, GUYS, I HAVE TO JUMP TO ANOTHER CALL
(SOUND OF SOMEONE TYPING, POSSIBLY WITH A HAMMER)	(LOUD, PAINFUL ECHO/ FEEDBACK)	(CHILD OR ANIMAL NOISES)	HI, CAN YOU HEAR ME?	NO, IT'S STILL LOADING.
NEXT SLIDE, PLEASE.	CAN EVERYONE GO ON MUTE?	I'M SORRY: I WAS ON MUTE	(FOR OVERTALKERS) SORRY, GO AHEAD	HELLO? HELLO?
SO (cuts out) I CAN (unintelligible) BY (cuts out) OK?	SORRY I'M LATE (INSERT LAME EXCUSE.)	I HAVE A HARD STOP AT...	I'M SORRY, YOU CUT OUT THERE.	CAN WE TAKE THIS OFFLINE?
I'LL HAVE TO GET BACK TO YOU.	CAN EVERYONE SEE MY SCREEN?	SORRY, I WAS HAVING CONNECTION ISSUES.	I THINK THERE'S A LAG.	SORRY, I DIDN'T CATCH THAT. CAN YOU REPEAT?
CONFERENCE CALL BINGO © E GILLIAM				

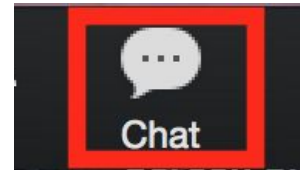




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Rules of Engagement

- Mute when not speaking.
- Remain actively engaged.
- Mutual respect - suspend judgement/ assume best intentions
- Use the Chat box & Participant Features.
- Step up/Step back.
- Be gracious to the facilitator(s).



Virtual Session Outline - June 2, 2020

1:00 - 1:30 Welcome and Framing

LGC & Local Elected Host

1:30 - 1:50 Local Communication Barriers - What We Know

1:50 - 2:10 Mutually Beneficial Partnerships

Presentation by Melissa Elliott, Raftelis

2:10 - 2:40 Building Community Partnerships: A Local Perspective

Presentation by Amanda Fine, Eastern Municipal Water District

2:40 - 2:50 Stretch Break

**2:50 - 3:10 Breakout Groups: Action Plan to Build and Grow Your
Community Relationships**



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Virtual Session Outline - June 4, 2020

1:00 - 1:30 Welcome and Framing

LGC & Local Elected Host

1:30 - 1:50 Local Communication Barriers - What We Know

1:50 - 2:10 Mutually Beneficial Partnerships

Presentation by Melissa Elliott, Raftelis

2:10 - 2:40 Building Community Partnerships: A Local Perspective

Presentation by Janet Anderson, Quail Valley Environmental Coalition & Letisia Vazquez, Quail Valley resident

2:40 - 2:50 Stretch Break

2:50 - 3:10 Breakout Groups: Action Plan to Build and Grow Your Community Relationships

Virtual Session Outline (cont.)

3:10 - 3:25 Importance of Inclusivity

Presentation by Susana Villegas, SVPR Communication

3:25 - 4:00 Breakout Groups: Action Plan to Enhance Inclusivity

4:00 - 4:10 Stretch Break

4:10 - 4:40 Communicating in the Spotlight

Presentation by Melissa Elliott, Raftelis followed by participant Q&A

4:40 - 4:50 Discussion: Summing It All Up

4:50 - 5:00 Next Steps and Resources

LGC, Closing Group Discussion

5:00 Wine and The Watershed

Virtual "Adjustment" Hour



Local Government Commission
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Santa Ana Watershed Ambassador Program

Round 1

September 2019:

Understanding Your Watershed



Round 2

January 2020:

Collaborative Planning
in the Face of Uncertainty

Round 3

June 2020:

Communicating the Value of Water

SAWPA Certification



**Watershed
Steward**

Attend 1 Workshop

**Watershed
Champion**

Attend 2 Workshops


**Watershed
Ambassador**

Attend 3 Workshops



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Virtual Mini Series Coming Soon!

By the end of today, we hope you can...

1. Learn best practices for effectively communicating to the cultural, socio-economic, and linguistic diversity of your constituents and their relationship to water;
2. Prepare to respond to “hot button” water issues; and
3. Identify opportunities for collaborative messaging across departments and jurisdictions.



Local Host Welcome



Mayor Deborah Robertson

City of Rialto



Local Government Commission
Leaders for Livable Communities

Local Host Welcome



Vice Mayor Jacque Casillas

City of Corona



Local Government Commission
Leaders for Livable Communities

Getting to Know You

- 1) **ID someone you don't know**
(or have only spoken to, never met)
- 2) **Private Chat them:**
 - a) Biggest personal annoyance of this new virtual world
 - b) Best personal silver lining of going virtual



Getting to Know You

What do you consider your “home” water body?



The Disadvantaged Communities Involvement (DCI) Program

“disadvantaged community”

- A state-defined term; not an identity.
- Avoid pronouncing “DAC” as “dack.”
- Alternate terms:
 - *underrepresented*
 - *overburdened*
 - *structurally disempowered*



The Disadvantaged Communities Involvement (DCI) Program



CALIFORNIA STATE UNIVERSITY
FULLERTON



Interviewed:

- Local elected officials
- Mutual water companies
- Water agencies
- Tribal representatives
- Community members



Local
Government
Commission

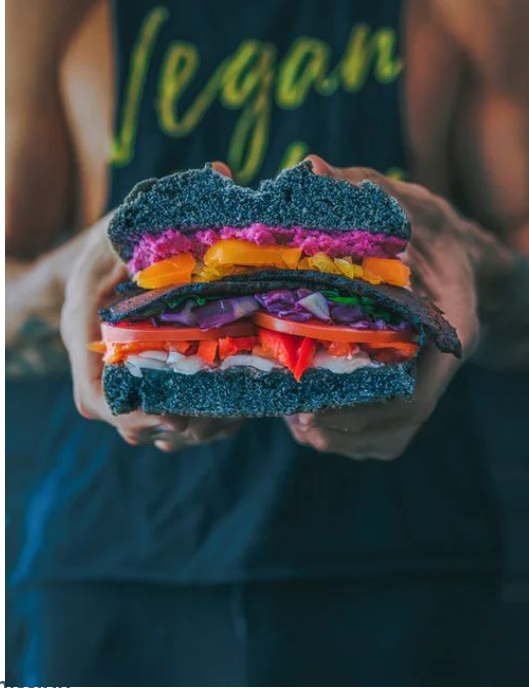
mission
unities

Leaders for Livable Communities

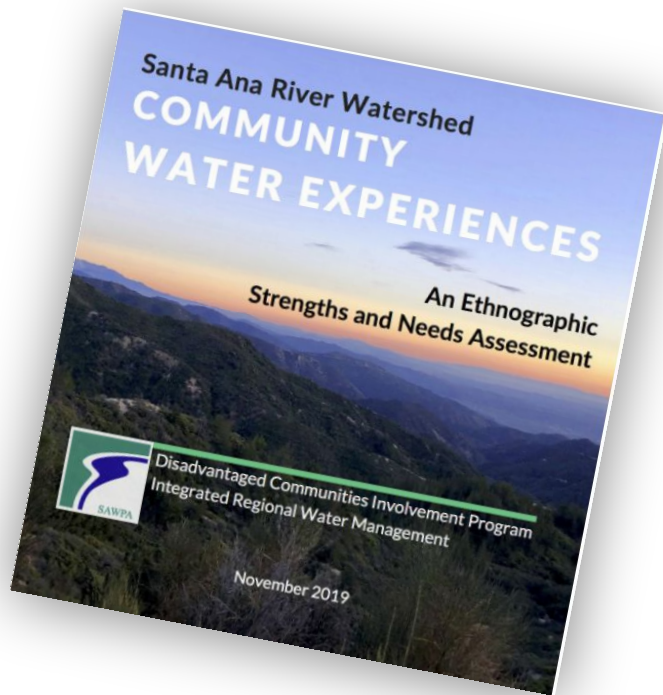
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Communicating Water *Intentions vs. Outcomes*



Lessons Learned from the Community Water Experiences Assessment




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Lesson Learned:


Address Language Barriers



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La Nueva Política y Proceso de Solicitud del Fondo Rotatorio del Estado de Agua Potable de California (DWSRF)



¡QUÉ HAY DE NUEVO! El 21 de octubre, la Junta Estatal de Agua adoptó su manual titulado "[Política para Implementar el Fondo Rotatorio del Estado de Agua Potable](#)", (Política del DWSRF), la cual entra en vigor a partir del 1 de enero del 2015.

Lo destacado de la Política del DWSRF Adoptada

- Toma efecto el 1 de enero del 2015
- Simplifica el proceso y los formularios de solicitud
- Expande la elegibilidad para proyectos del DWSRF para incluir el reemplazo de medidores de agua defectuosos, tratamiento para Nivel Máximo de Contaminantes (MCLs) secundarios, reemplazo de tuberías viejas de transmisión o distribución de agua, pozos de agua subterránea u otra infraestructura
- Financia proyectos conforme estén listos para proceder

Ver la [Política del DWSRF completa](#).

Solicitantes que Califican

- Sistemas de agua comunitarios
- Sistemas de agua no comunitarios, sin fines de lucro


Financiamiento a tasas por debajo del mercado

- Las tasas de interés en promedio son de 2-3% y los préstamos de 20 años
- Sistemas de Agua Públicos que sirvan a comunidades pequeñas, en desventaja que califiquen para 0% o préstamo de 30 años

¿Solicite en cualquier momento!
No hay un proceso de pre-solicitud o de invitación.


Cómo solicitar para el DWSRF

- Llene las [formas de solicitud en formato PDF rellenable](#).
- Use en línea la [Herramienta para Presentar la Solicitud de Ayuda Financiera \(FAAST\)](#) para subir las PDFs completadas.



¿Preguntas? ¡Estamos aquí para ayudar!
Contacte al DWSRF en (916) 327-9978 o en DrinkingWaterSRF@waterboards.ca.gov

Página Web del DWSRF http://www.waterboards.ca.gov/drinking_water/services/funding/SRF.shtml
Formas de Solicitud en PDF del DWSRF http://www.waterboards.ca.gov/drinking_water/services/funding/SRF.shtml
Portal de la Solicitud en Línea de FAASST <https://faast.waterboards.ca.gov>



Lesson Learned:

Maintain Consistent Communication



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Lesson Learned:

Listen and Respond to Localized Tap Water Quality Concerns



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Lesson Learned:

Engage Across Sectors & Jurisdictions



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Session 2: Local Communication Barriers *What We Know*

Emily Finnegan
Water Project Manager



Local Government Commission
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Watershed Ambassador Program
June 2020

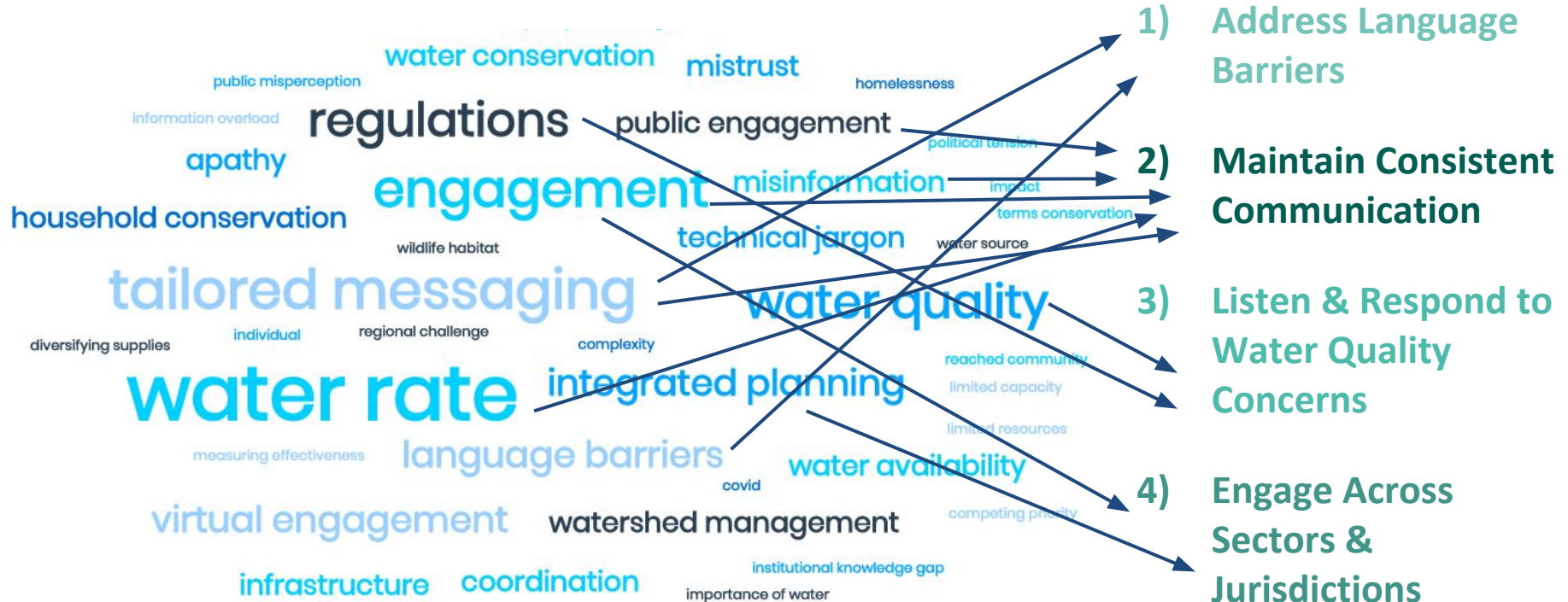
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What we know



Does it match what we heard?

Lessons Learned





Participant Worksheet

Jump to

- Session 2 - Local Communication Barriers
- Session 5 - Breakout Groups: Action Plan to Build and Grow Your Community Relationships
- Session 7 - Breakout Groups: Action Plan to Enhance Inclusivity
- Session 9 - Discussion: Summing It All Up

Session 2 - Local Communication Barriers

Start Time: 1:30 PM

Original Communication Challenge

What is the communication challenge that you listed in your registration form? (also emailed to you on Friday, 5/29)



Assessment Checklist

Place an "X" or "✓" to answer each yes / no question. Provide an explanation for why you selected yes or no.

Cross-Departmental Communication	Yes	No
Do other departments within your agency/organization have existing relationships with community groups?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Is messaging coordinated within and across your agency/organization to prevent mixed messaging or information fatigue?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Do departments within your agency/organization coordinate on multi-lingual messaging?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Are you familiar with the communication strategy of other departments within your agency/organization?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Can you identify the community groups that other departments within your agency/organization have existing relationships with?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		

Cross-Jurisdictional Communication	Yes	No
Have you learned from watching other jurisdictions in their communications approaches (either positively or negatively)?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Are you partnering with other jurisdictions on effective communication strategies?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		



Place an "X" or "✓" to answer each yes / no question. Provide an explanation for why you selected yes or no.

	Yes	No
Do you exist to receive community members?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Is your current strategy is	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Is your current strategy is not	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Are there barriers that communicating organization?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		
Are there preferred channels for the you are using?	<input type="checkbox"/>	<input type="checkbox"/>
Explanation:		



Setting a baseline

Session 2 - Local Communication Barriers

Start Time: 1:30 PM

Original Communication Challenge

What is the communication challenge that you listed in your registration form? (also emailed to you on Friday, 5/29)

Tap water is safe to drink and that there's no need to buy bottled water.



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Self Assessment Checklist

Self-Assessment Checklist

Part A - Place an "X" or "✓" to answer each yes / no question. Provide an explanation for why you selected yes or no.

	Cross-Departmental Communication	Yes	No
6	Do other departments within your agency/organization have existing relationships with community groups?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
7	Is messaging coordinated within and across your agency/organization to prevent mixed messaging or information fatigue?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
8	Do departments within your agency/organization coordinate on multi-lingual messaging?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
9	Are you familiar with the communication strategy of other departments within your agency/organization?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
10	Can you identify the community groups that other departments within your agency/organization have existing relationships with?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		

	Cross-Jurisdictional Communication	Yes	No
11	Have you learned from watching other jurisdictions in their communications approaches (either positively or negatively)?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
12	Are you partnering with other jurisdictions on effective communication strategies?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		

Refined Communication Challenge

Refined Communication Challenge

Now that you've completed the self-assessment to identify strengths and weaknesses in your current communication efforts, how can you refine your communication challenge to be more specific?*

We need to expand partnerships with local groups (schools, churches, etc.) to provide education and resources about the tap water quality, AND provide a clear communication channel for customers to share and address their water quality concerns.

**Once finalized, please share your communication challenge in the Zoom chat.*

Sharing Challenges



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Are there others on this call that have a similar challenge as you? Anything surprise you in what you're seeing on the chat?

Who do you need support from to address this challenge? What kind of support?



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Watershed Ambassador Program For Local Policymakers

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Session 3: We're Better Together: Mutually Beneficial Partnerships

Melissa Elliott
Strategic Communications Director
Raftelis



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June 2020

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We're Better Together


Building Mutually Beneficial Partnerships for Effective Communication

Melissa Elliott, APR
Director of Strategic Communications
melliott@raftelis.com



Reason #1:
Pressure to limit
rate increases or
cut costs

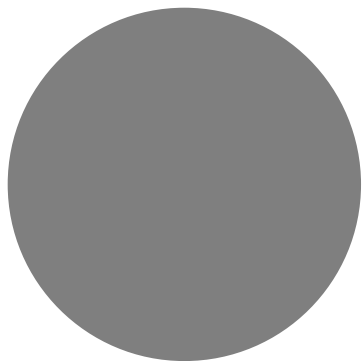


A photograph of a well-maintained garden. A winding stone path leads through various plants, including tall grasses, yellow flowers, and blue foliage. In the background, a small stream flows over rocks. A semi-transparent circular overlay is positioned on the right side of the image, containing text.

**Reason #2: A regional
education campaign is
more effective than
dozens of local
campaigns**



**Partnerships and
coalitions can be
more successful
than going it
alone**



Better together #1

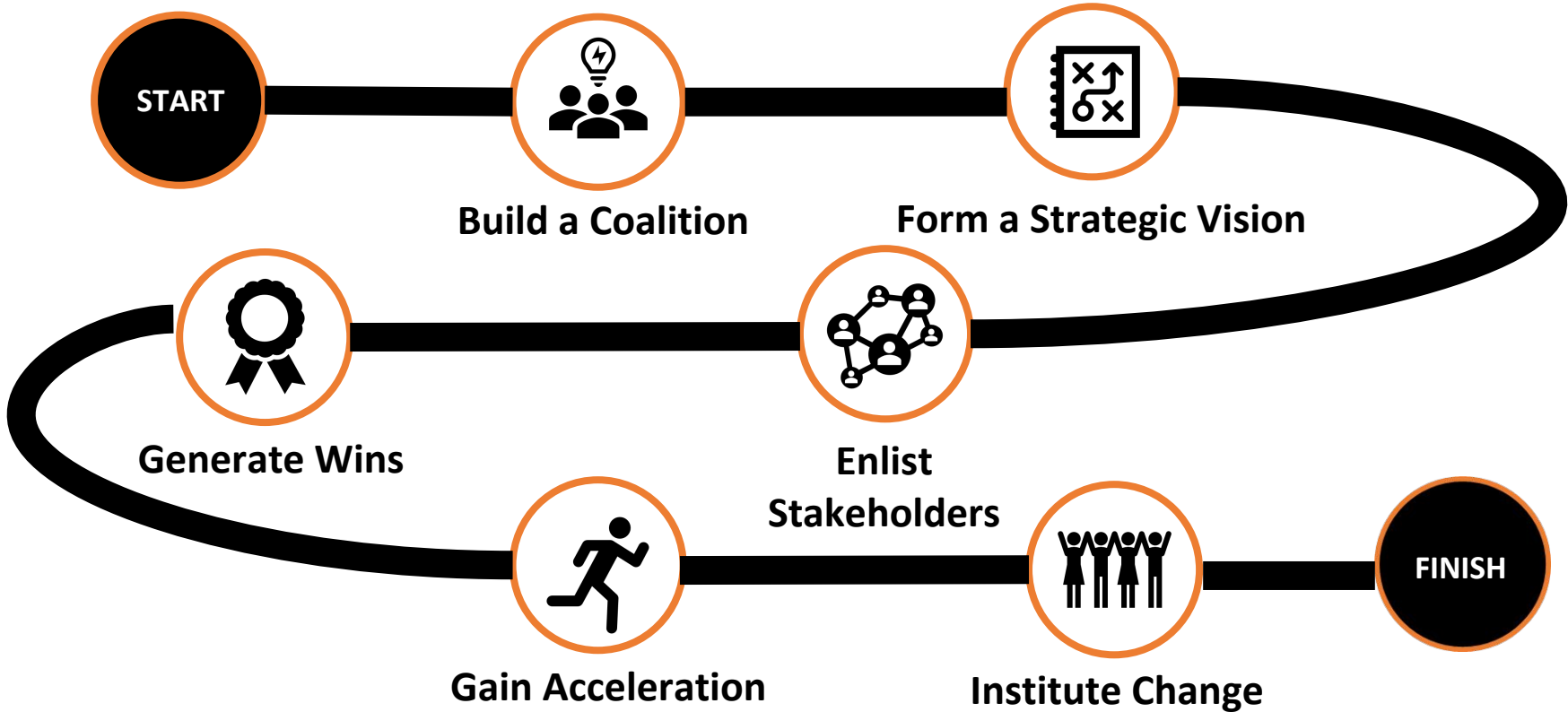
Securing funding

The image features a warm, orange-toned sunset or sunrise sky as the background. In the foreground, two dark silhouettes of people are shown working together to place large puzzle pieces. The puzzle pieces are arranged in a way that a bright sun is visible through a central opening, creating a lens flare effect. The overall scene conveys a sense of teamwork and achievement.

Better together #2

Revitalizing energy

Successful partnerships follow a roadmap





One Water One Watershed Plan Update 2018

Moving forward together


Santa Ana River Watershed

**What's
the first step?**



Getting the partnership flowing





**What causes
partnerships to
fail?**

Partnering highlights

- Partnerships should bring mutual benefits
- Water agencies and local governments have many reasons to partner
- Partnerships can address a common messaging need a growing concern
- Celebrating short-term wins is critical to energizing your partners
- Thinking through your own lessons learned from previous partnership can make your next one more successful.



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Session 4:

Building

Community

Partnerships:

A Local Perspective



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Guest Speaker



Amanda Fine

Senior Public Affairs Program Manager

Eastern Municipal Water District

Guest Speakers



Janet Anderson

Quail Valley Environmental Coalition

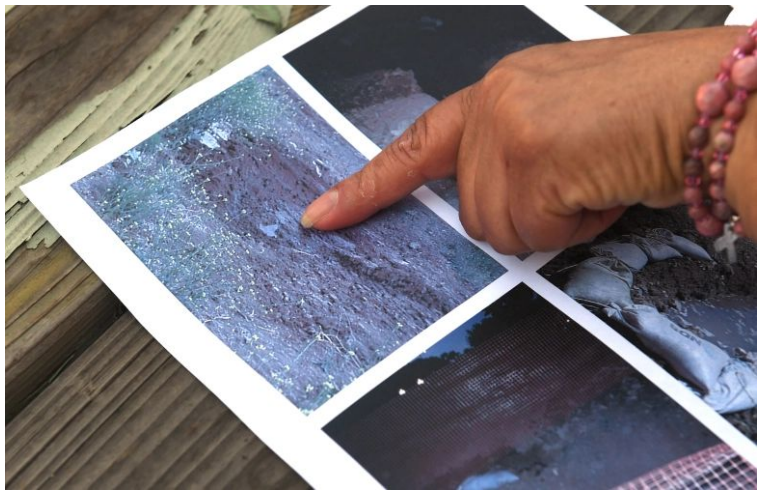


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Letisia Vazquez

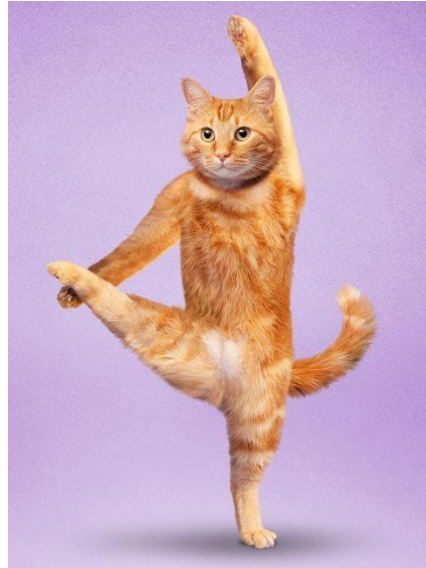
Quail Valley resident



Questions?



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10-min Stretch Break



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Session 5: Action Plan to Develop Your Mutually Beneficial Partnerships

Emily Finnegan
Water Project Manager



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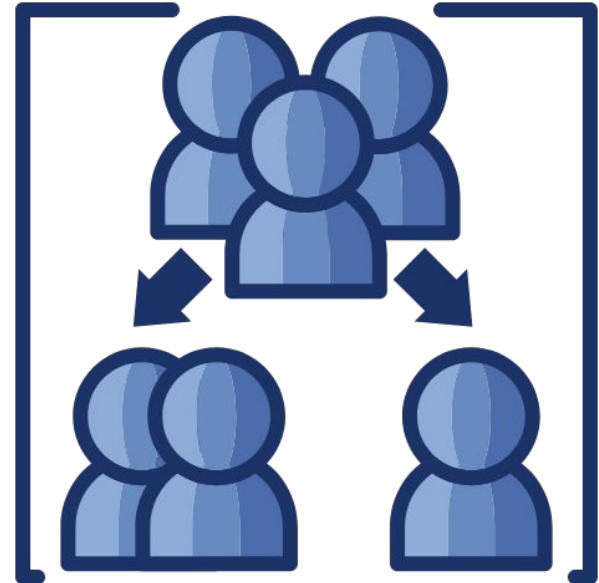
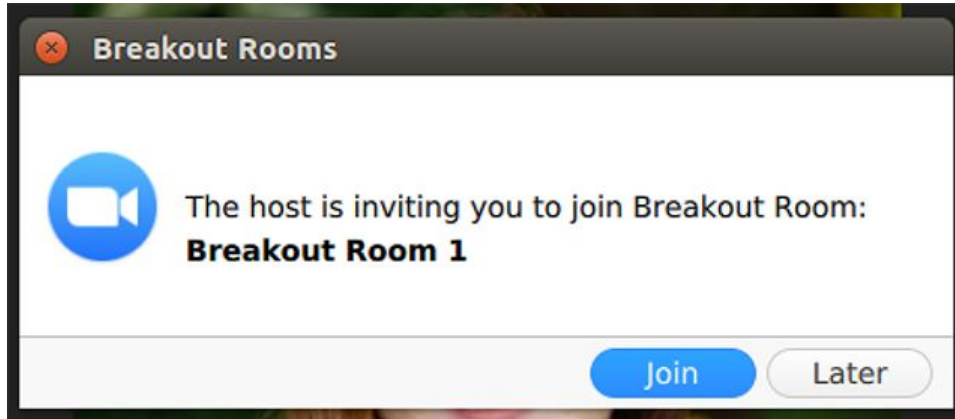
Self-Assessment Checklist

Part A - Place an "X" or "✓" to answer each yes / no question. Provide an explanation for why you selected yes or no.

	Cross-Departmental Communication	Yes	No
6	Do other departments within your agency/organization have existing relationships with community groups?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
7	Is messaging coordinated within and across your agency/organization to prevent mixed messaging or information fatigue?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
8	Do departments within your agency/organization coordinate on multi-lingual messaging?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
9	Are you familiar with the communication strategy of other departments within your agency/organization?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
10	Can you identify the community groups that other departments within your agency/organization have existing relationships with?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		

	Cross-Jurisdictional Communication	Yes	No
11	Have you learned from watching other jurisdictions in their communications approaches (either positively or negatively)?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
12	Are you partnering with other jurisdictions on effective communication strategies?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		

Breakout Groups: Action Plan to Enhance Inclusivity



Communicating the Value of Water

Facilitation & Note Taking Guide

Session 5 - Breakout Groups: Action Plan to Build Your Community Relationships

Identify a notetaker and timekeeper (which can be yourself as facilitator) in each breakout group. Identify one participant who will “report back” to summarize the conversation.

18 min total

Reflecting on **Part A** of your Self-Assessment and the presentations, where are there opportunities to build partnerships across jurisdictions or across departments to address your communication challenge?

-

What would the first step look like in building those partnerships?

-



Breakout Groups

1) Emily Finnegan

2) Danielle Dolan

3) Melissa Elliott

4) Susana Villegas

5) Bailey Lai &
Zachary Gianotti



Breakout Groups

1) Emily Finnegan

2) Danielle Dolan

3) Melissa Elliott

4) Susana Villegas

5) Bailey Lai &
Frank Lyles

6) Jacqueline Garcia &
Zachary Gianotti

7) Atley Keller



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Session 5 - Breakout Groups: Action Plan to Build and Grow Your Community Relationships

Start Time: 2:50 PM

What are your key takeaways from your Session 5 Breakout Group?



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Session 6: The Value of Inclusive Communications

Susana Villegas

President

SVPR Communications



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The Value of Inclusive Communications

Why it matters.

How to create them.

Susana Villegas, President, SVPR Communications

June 2, 2020





Not a simple exercise in looking diverse

Inclusive communications
go deeper and make a
connection that welcomes
people into your world
and invites them to
engage and participate
with your agency



Appeal to a broader group of people









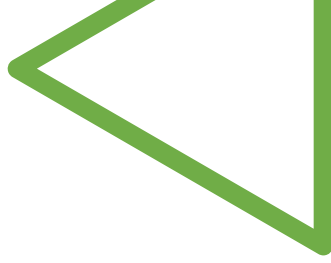
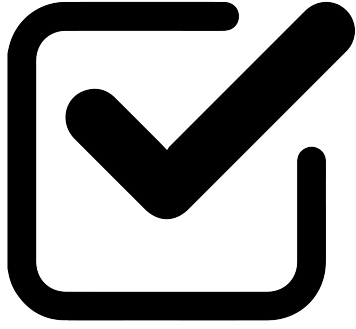


Inclusive Processes, Inclusive Communications



✗ Fácil y sana /
Agua del grifo
(Easy and healthy / Tap
Water)

✓ Agua de la llave:
sana y al alcance de
todos
(Tap water: healthy and
available to everyone)



**Linguistic
Competence**

**Cultural
Competence**



ROI

It's about real influence

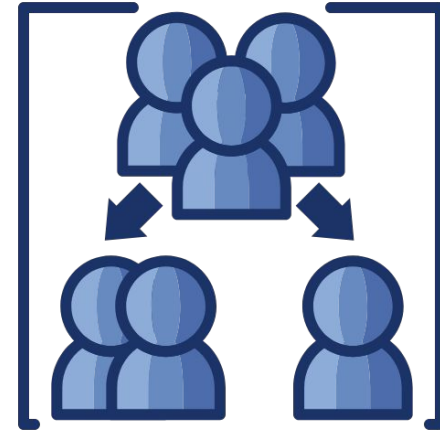
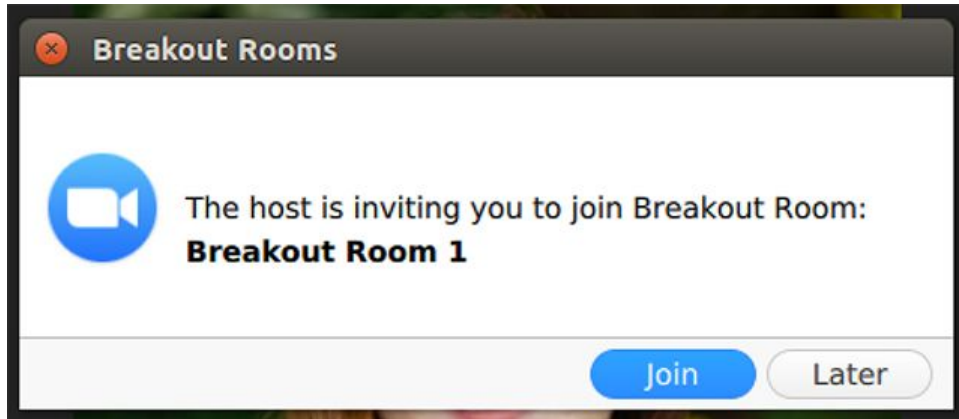
Part B - Place an "X" or "✓" to answer each yes / no question. Provide an explanation where possible.

	Community Member Communication	Yes	No
1	Do clear channels exist to receive input from community members?	<input type="checkbox"/>	<input type="checkbox"/>
	Explanation:		
2	Can you identify who your current communication strategy is reaching?	<input type="checkbox"/>	<input type="checkbox"/>



Session 7:

Breakout Groups - Action Plan to Enhance Inclusivity



Report Out

- *Two minutes each group to report:*
 - Opportunities to partner across jurisdictions or departments on communicating about water / the value of water
 - Opportunities to improve inclusivity of messaging (shared resources, lessons learned?)



10-min Stretch Break



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Session 8: Communicating in the Spotlight

Melissa Elliott
Strategic Communications Director
Raftelis



Local Government Commission
Leaders for Livable Communities

Watershed Ambassador Program

June 2020

www.lgc.org

Communicating in the Spotlight

Communicating effectively when public confidence is at risk

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In the past, engaging the public was easy.



**That simpler paradigm
of one messenger to
many receivers existed
for more than 50 years.**



Has your agency been hiding in plain sight?



**This choice to
be silent left
the door open
for others to
steal your
opportunity!**

**Many
influencers
use
fear-based
messaging**



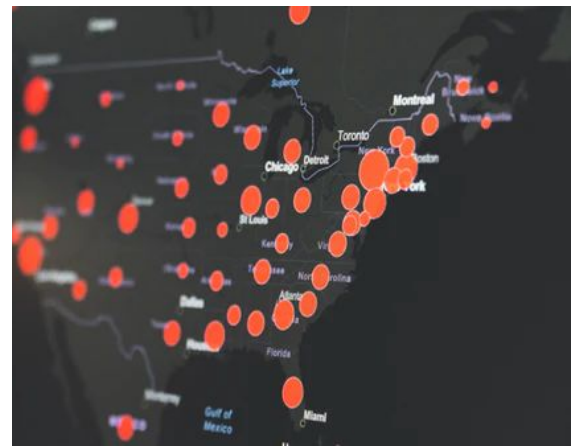
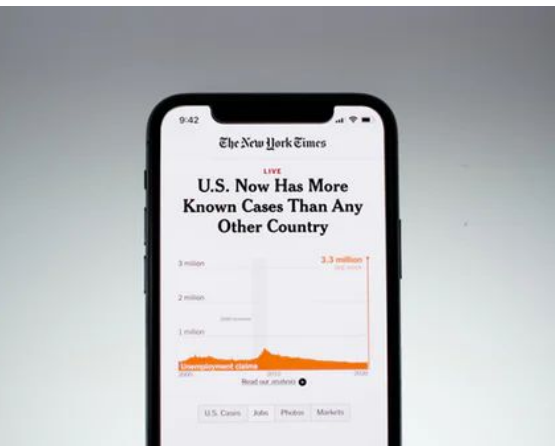


**The
spotlight
is on. The
mic is hot.
You've got
to be
ready, and
equipped
to talk.**

500 million
stories daily
per
platform







CORONAVIRUS UPDATE

**AIRLINE STAFF
DIAGNOSED**

MARKET PLUNGE

DISNEYLAND CLOSES





Trust Happens When...

- Promises are filled
- Expectations are met
- Values are being lived



Ask
Yourself

What would
reasonable people
appropriately
expect a *responsible*
organization to do
in this situation?



**IN TURBULENT TIMES,
PEOPLE CRAVE REASSURANCE**



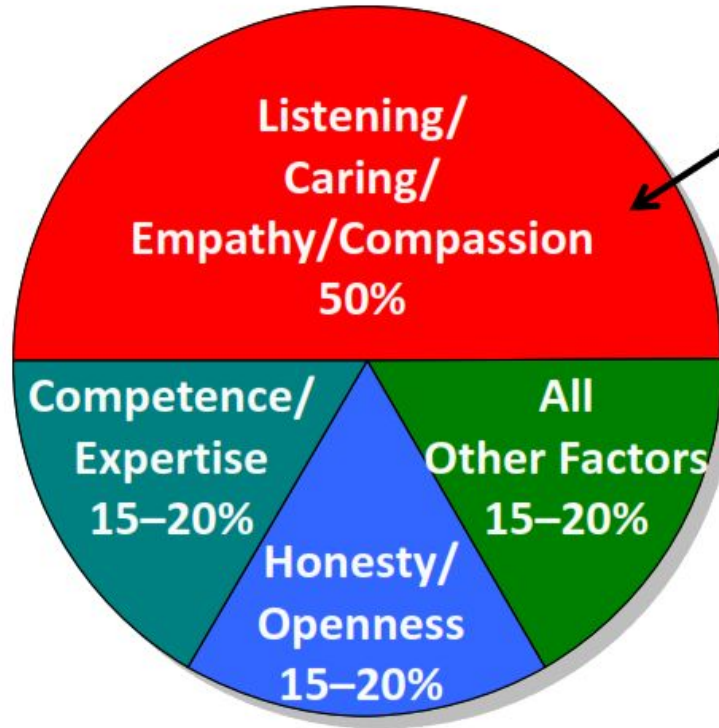
Heightened Emotions Block Discourse

We need to
move our
audiences
from this
heightened
emotional,
fear-based
state, back to
one of reason



Trust Determination Theory:

When people are concerned, stressed, upset... They want to **know that you care** before they **care what you know**



**Typically
assessed
in first 9-30
seconds**

Mental Noise Theory:

When people are concerned, stressed, upset... They have **difficulty hearing, understanding and remembering information**; they focus on what they **hear first**.



Negative Dominance Theory:

When people are concerned, stressed, upset... They often focus more on the **negative** than on the **positive**



Risk Perception Theory:

When people are concerned, stressed, upset... The gaps between **risk perceptions and reality** often become **wider**

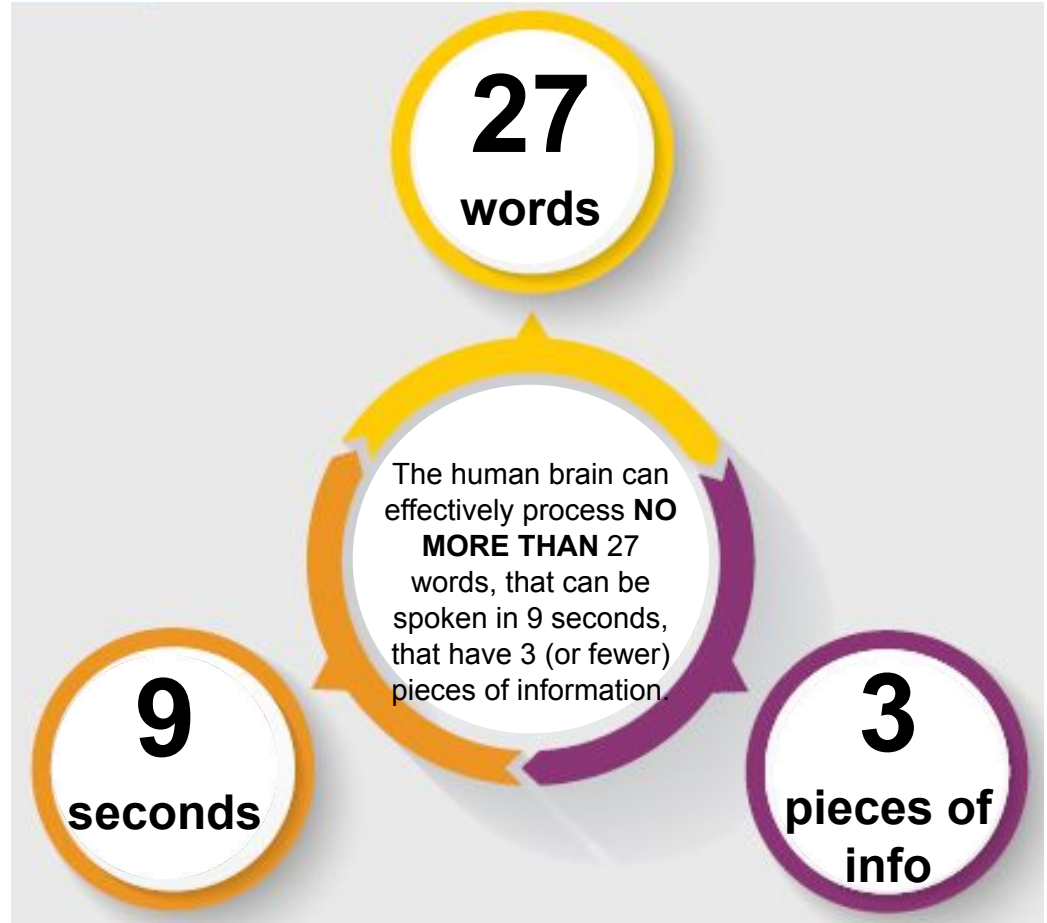




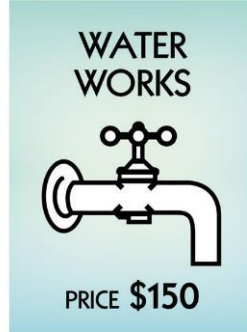
Responding in times of great uncertainty

- Provide information at four or more grade levels below the average for the audience
- Balance bad news/negative with at least three constructive messages
- Be brief and concise in your first response

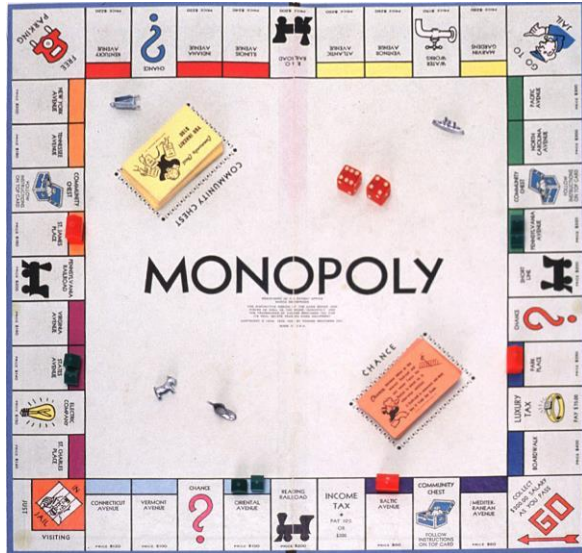
Follow the 27-9-3 Rule



Source: Dr. Vincent Covello and the Center for Risk Communication



**Would we
communicate
differently if
customers could
choose their water
service provider?**



Customers/stakeholders must hear from you consistently

- Go where the key influencers are
- Build content on your website and social media that shows how you are improving the water system
- Open your doors to tours
- Consider using customer surveys, focus groups
- Invite the public to help you understand what they want





Message Framing

- Green infrastructure is intended to support the District's 2035 Vision for zero basement backups and overflows and improved stormwater quality by capturing stormwater near its source and allowing it to soak into the ground, be filtered by vegetation, or evaporate instead of entering sewers and contributing to sewer overflows, water in basements, or discharging pollutants to waterways.

OR

- Green infrastructure will help our community eliminate basement backups and have cleaner rivers by 2035.



Images speak
louder than
words

WATER RATES



Fund More Than Just the Water...



Water rates have not increased since 2015.

**SWEETWATER AUTHORITY
IS CONDUCTING A
RATE STUDY TO DETERMINE
HOW TO PAY FOR:**

-  Replacing aging
pipes and
delivery systems
-  Dam safety
-  Water quality
improvements



Sweetwater Authority charges
less than a penny to deliver a gallon of
treated water to your home 24/7/365
(based on average 17,000 gallons/monthly)

190,000 people
in Chula Vista, National City, and Bonita
rely on Sweetwater Authority for their water.

COST OF SERVICE

Rate studies determine how to
recover costs from customers in
proportion to their use of the
water system.

Because it must provide water on
demand, 24 hours-a-day, 7
days-a-week, Sweetwater
Authority must size and maintain
a water system that's capable of
meeting peak demands that occur
primarily during hot summer days.

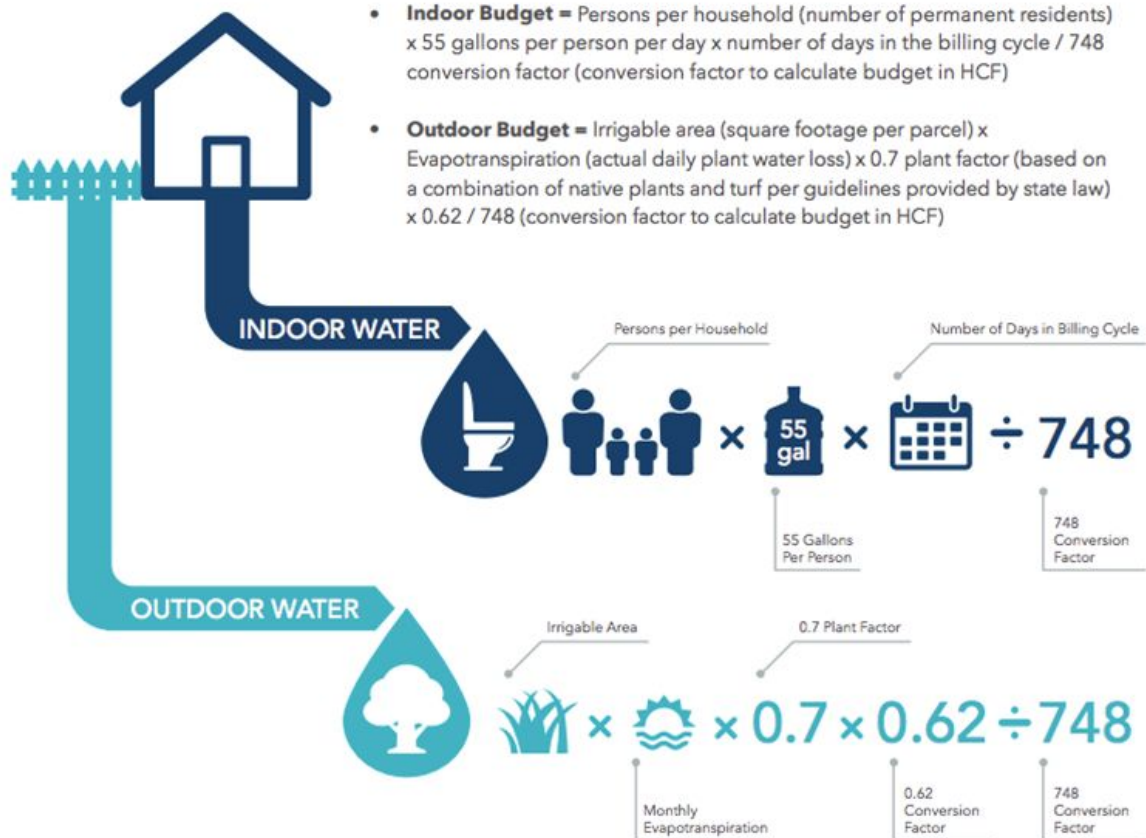
Transmission main for
AVERAGE DAY
demand



Transmission main for
PEAK DAY
demand



Some customer classes cause higher peaks in water demand than others. The rate study will identify those customer classes and assign costs based on their demand needs.



We can do this!

- What you do is as important as what you say
- Start with empathy
- Remember that being first is important
- Follow the 27-9-3 Rule
- Templates make communication consistent
- Make it easy for people by using images
- Words matter when we promise engagement



Questions?



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Leaders for Livable Communities

Santa Ana River

Watershed Ambassador Program

For Local Policymakers

Workshop Three:
Communicating the Value of Water
June 2 / June 4, 2020

Organized by:



**Local
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Certified by:



Session 9: Summing It All Up

Melissa Elliott
Strategic Communications Director
Raftelis



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Reimagining Engagement during COVID



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Session 9 - Discussion: Summing It All Up

Start Time: 4:40 PM

What is one next step that you will take following this workshop?

What groups are you struggling to reach, and what's the first step that you can take to get them engaged?

What are common messages or communication needs across departments and/or jurisdictions? What are the opportunities to partner with others on resources, staffing,



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SAWPA

Session 9: Resources and Next Steps

Emily Finnegan
Water Project Manager
Local Government Commission



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What's the Best Type of Virtual Event for You?

To select the best type of engagement event for your situation, consider the most appropriate format and mechanism(s) for achieving your objectives.

❑ **MEETING:** An occasion when people come to gather to discuss or decide something. Virtual meetings can be a basic conference call or video conference, with a simple agenda.

❑ **FORUM:** An assembly for discussion, with opportunities for all participants to share information. Virtual forums require a more carefully structured agenda, and likely the use of breakout groups.

❑ **SUMMIT:** An official meeting or series of meetings between key officials, decision-makers and/or leaders in their field to discuss important issues, policy decisions and aspirational goals.

A virtual summit will likely be invite-only, include video-conferencing, and have a structured (rather than free-form) discussion format.

❑ **SYMPOSIUM:** A formal meeting of specialists, delivering short addresses on a topic or on related topics. The emphasis is on knowledge-sharing and increasing understanding, rather than dialogue or decision-making.

A traditional webinar structure, in which only the presenters are on video but attendees have the opportunity to ask questions (via chat or verbally), is appropriate.

❑ **CONFERENCE:** A large official meeting, usually over multiple days, at which people with shared work or interests come together to learn from one another and discuss their views. This is the most difficult type of event to replicate in a virtual setting, because of the wide audience and broad subject matter covered.

Some combination of video-conferencing, including large and small breakout groups, with a series of presentations or webinars over an extended time frame, is the closest approximation to an in-person event. Including breaks and interactive activities is especially important for virtual conferences.

❑ **WORKSHOP:** A brief (1/2-2 day) intensive educational program for a relatively small group of people that focuses especially on techniques and skills in a particular field.

Small-group discussions and interactive activities in which participants can practice the skills they are learning are critical for virtual workshops. A robust video-conferencing platform paired with other interactive apps is the best fit.

❑ **TRAINING:** A very brief (1-3 hours) course to assist in learning new skills needed to complete a job or task. More narrow in scope than a workshop, a virtual training can be conducted via a traditional webinar format, or with greater

Key Considerations

for effective virtual engagement

1 Embrace the Virtual World, Embrace Humanity

Resist the urge to simply convert an in-person event to a virtual one. It's almost apples and oranges; you will need to completely re-evaluate the engagement – the structure, interactions and results – as a whole.

What would you normally do in an in-person setting, and how can you provide a similar experience or value in the virtual environment?

- Flip charts and stickies vs. virtual white-board, comment box.
- Small-group discussions in physical space vs. virtual breakout rooms.
- Informal networking and talking with one another during breaks vs. providing prompts for individuals to connect one-on-one via chat:
"Find someone whom you don't know, and private-chat





CivicSpark



City of Richmond Environmental Initiatives

North Bay Area Region, 2015-2016



Project Overview

Energy Efficiency & Clean Energy

Benchmark, Report & Analyze City Facilities' Energy Performance

Community Sign-up Workshops for Free Home Solar Systems



Zero Waste



Richmond High School 3 Stream Recycling Program



New Recycling Facilities Along Public Right-of-Ways & High-Use Parks

New Organics Recycling Program at Richmond's Community Centers



New Recycling Program at the 144 Unit Affordable Housing Nevin Apartment Complex



Outcomes & Achievements

- Benchmarked energy and resource consumption to reduce costs and improve energy efficiency at 10 Community Centers, 3 libraries, and 7 Fire Stations.
- Led outreach, developed promotional materials, and organized two community sign-up workshops for free home solar systems. A total of 62 households attended and 35 applications were submitted.
- Implemented organics recycling in 3 Community Centers
- Coordinated informational recycling presentations for 2 Community Center Summer Youth Camps.
- Implemented recycling program at the 144 Unit Affordable Housing Nevin Apartment Complex.

Highlights

- The Governor's Office of Planning and Research selected the City of Richmond for a Best Practices Pilot Project- Phase 1.
- Led City Council approval of \$415,000 recycling enhancement & public art project of 210 City trash bins starting October 2016.
- Designed and procured 7,700 multilingual reusable bags to promote recycling and foster civic pride
- The CDP selected the City of Richmond to be included as a case study in the CDP cities global report on financing/incentives for urban sustainability projects.



L.A. County Water-Energy Nexus

Los Angeles County Office of Sustainability – Environmental Initiatives Division



Project Overview

About L.A. County COS

The L.A. County Office of Sustainability (COS), part of the Internal Services Department, coordinates sustainability programs for County facilities, including energy efficiency, renewable energy, water efficiency, and other green building services programs. With approximately 1,200 facilities in the County's portfolio, there are **significant opportunities for water savings** in County operations.

CivicSpark Member Project

CivicSpark member Erin Brewster was tasked with supporting COS's new water conservation program through the development of a comprehensive **water conservation cost-benefit analysis tool** to identify and prioritize potential water savings opportunities at County facilities. The tool uses basic information provided by facility managers to estimate potential water savings from plumbing fixture upgrades, advanced water treatment for cooling towers, and replacing ornamental turf with drought-tolerant landscaping. In addition to estimating water savings, the analysis tool **quantifies the co-benefits associated with water conservation projects**, including cost savings and GHG emissions reductions. After the Governor's April 1st Executive Order on the drought, Erin also used this tool to help analyze the financial impact of the emergency water use regulations on the County's building portfolio and identify new priorities for water conservation projects.

More than just a drop in the bucket. .

The water conservation cost-benefit analysis tool was used to estimate the potential water savings at all County-owned facilities. The results suggest a total potential savings of 10-15% from proposed upgrades, or **195-280 million gallons annually**. This represents **\$1.7M** in avoided costs and more than **300 MTCO₂e** of GHG emissions reductions annually.

Annual Potential Water Savings



Creating lasting change

The County water use analysis led to the following recommendations:

- Prohibit the installation of new ornamental turf at all County facilities unless non-potable water is used for irrigation and encourage drought-tolerant landscaping.
- Replace all noncompliant plumbing fixtures in County-owned buildings by 1/1/2019.
- Upgrade water treatment systems to conserve water in cooling towers, if applicable.
- Implement a Countywide behavioral water conservation outreach program.



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CALIFORNIA GROWING WATER SMART THE WATER-LAND USE NEXUS GUIDEBOOK

ENSURING A PROSPEROUS FUTURE AND
HEALTHY WATERSHEDS THROUGH INTEGRATED
WATER RESOURCES AND LAND USE PLANNING.



BABBITT CENTER
FOR LAND AND WATER POLICY

A Center of the Lincoln Institute of Land Policy



**SONORAN
INSTITUTE**



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July 9, 2020 | 9:00 AM - 12:30 PM

Virtual Policy Briefing

Coordinated Planning in Public Engagement for Equitable Integration of Water & Land-Use

lgc.org/water-and-land-use

fresnoland

Youth United for Community Action



ClimatePlan



IRWM Disadvantaged Community and Tribal Involvement

2020 Statewide Lessons Learned Virtual Summit *Fall 2020*



**Local
Government
Commission**

Summit Facilitator



Summit Organizer



Local Government Commission
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Missed a Workshop?

Virtual Mini Series Coming Soon!



Today's Objectives - How did we do?

1. Learn best practices for effectively communicating to the cultural, socio-economic, and linguistic diversity of your constituents and their relationship to water;
2. Prepare to respond to “hot button” water issues; and
3. Identify opportunities for collaborative messaging across departments and jurisdictions.

Complete the Workshop Feedback Survey:

<https://www.surveymonkey.com/r/BB5RTJD>



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Transition to Virtual Happy Hour



Morning Mad Libs!

Fill in the blanks... type your responses into the “everyone” chat box!

1. Virtual workshops are _____ because _____; in-person workshops are _____, but _____.
2. The Santa Ana watershed is the _____ region that _____ because it _____ and _____.
3. Being a Watershed Ambassador means _____ because _____ and _____.

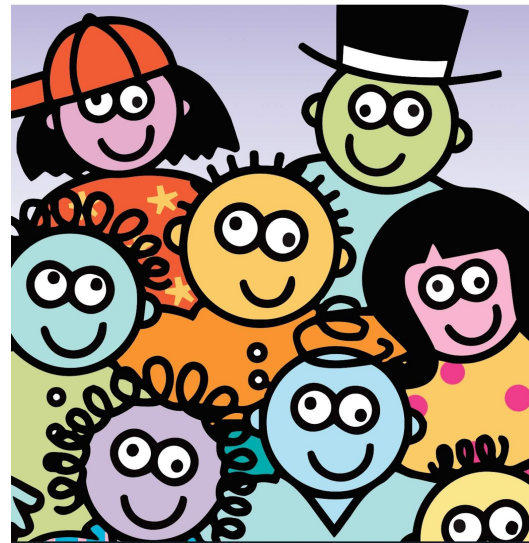


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The Original #1 Mad Libs

MAD LIBS®

World's Greatest Word Game



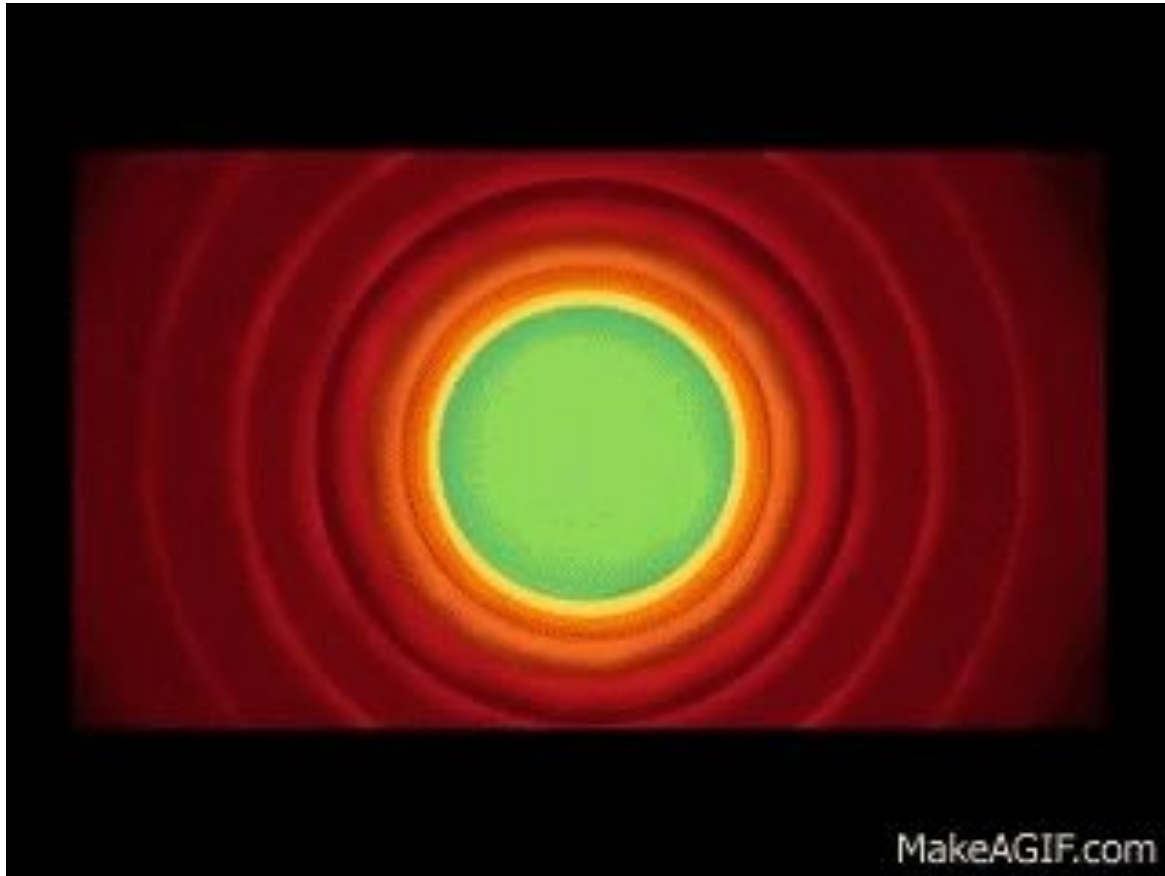
A super silly way to fill in the _____!
PLURAL NOUN

Name That Tune (er, challenge)!



- Share your water related challenge from today.
- Participants can ask up to 3 clarifying questions.
- **1 Point:** Anyone from a different jurisdiction struggling/ed with the same or similar issue.
- **2 Points:** Anyone who suggests a viable solution.
- **3 Points:** Anyone who identifies a specific, relevant resource.





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