



Santa Ana River Watershed Ambassador Program Virtual Mini Series for Local Policymakers



Communicating Water Worksheet

Upon completion, please email your worksheet to ambassador@sawpa.org

Name:

Organization:

Title:

Email:

Please confirm by checking off that you've watched the following:

- 3.1 - Welcome and Framing
- 3.2 - We're Better Together - Mutually Beneficial Partnerships
- 3.3 - Building Community Partnerships: A Local Perspective
- 3.4 - The Value of Inclusive Communications
- 3.5 - Communicating In the Spotlight
- 3.6 - Closing and Instructions

Communication Challenge

What are the main challenges that your agency faces when communicating about water to your constituents and/or customers?



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Communication 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:		



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



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<p>Can you identify who your current communication strategy is <i>not</i> reaching?</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Explanation:</p>		
<p>Can you identify barriers that individuals face in communicating with your agency/organization?</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Explanation:</p>		
<p>Are you aware of the preferred communication channels for the community groups you are currently <i>not</i> reaching?</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Explanation:</p>		

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?



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Summing It All Up

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, translation services, messaging, etc. to reach more people?