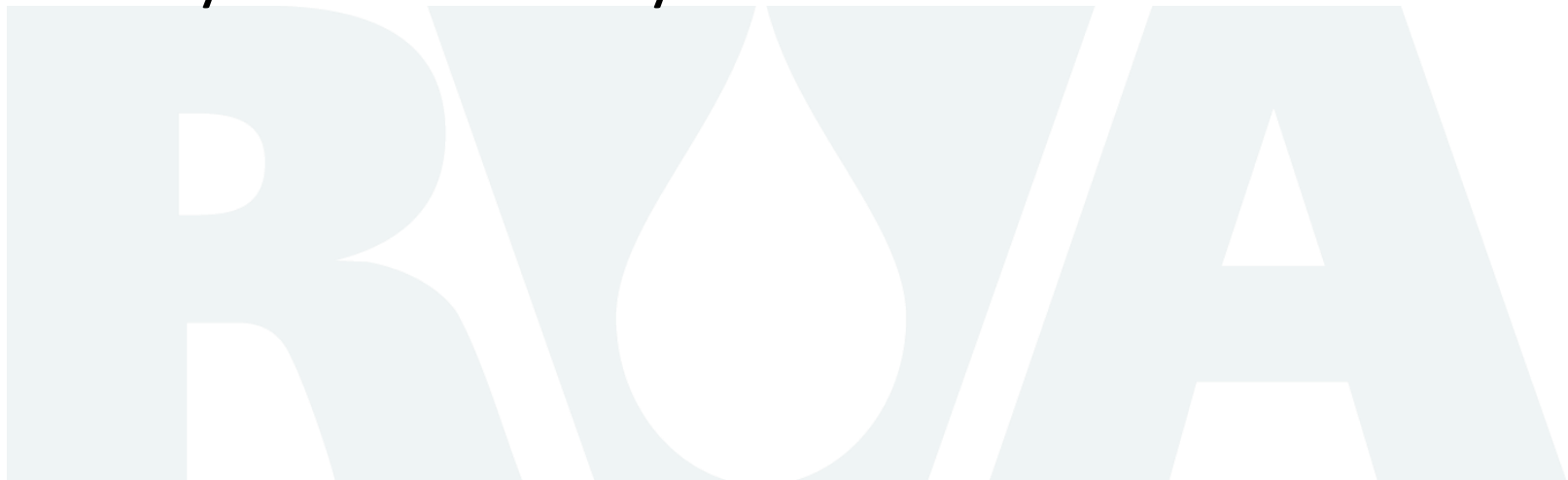


RWA Communication Program & Priorities for 2021



Discussion Today

- RWA Strategic Plan Goals and Objectives
- Communication Program Goals
 - Member Communication
 - External Communication
- Foundational Activities and Materials
- **Board Action** - Consideration and Adoption of the Priority and Secondary Issues



Communication Goal:

Based on shared values, communicate with one voice on issues of regional significance to strengthen relationships, elevate regional visibility and influence, and advance the collective interests of the region.

Objective A. Provide a forum for education, discussion and outreach on water issues affecting the region.

Objective B. With one voice, raise RWA's profile and credibility through outreach efforts to targeted audiences.

Objective C. Cultivate relationships to advance RWA members' interests.

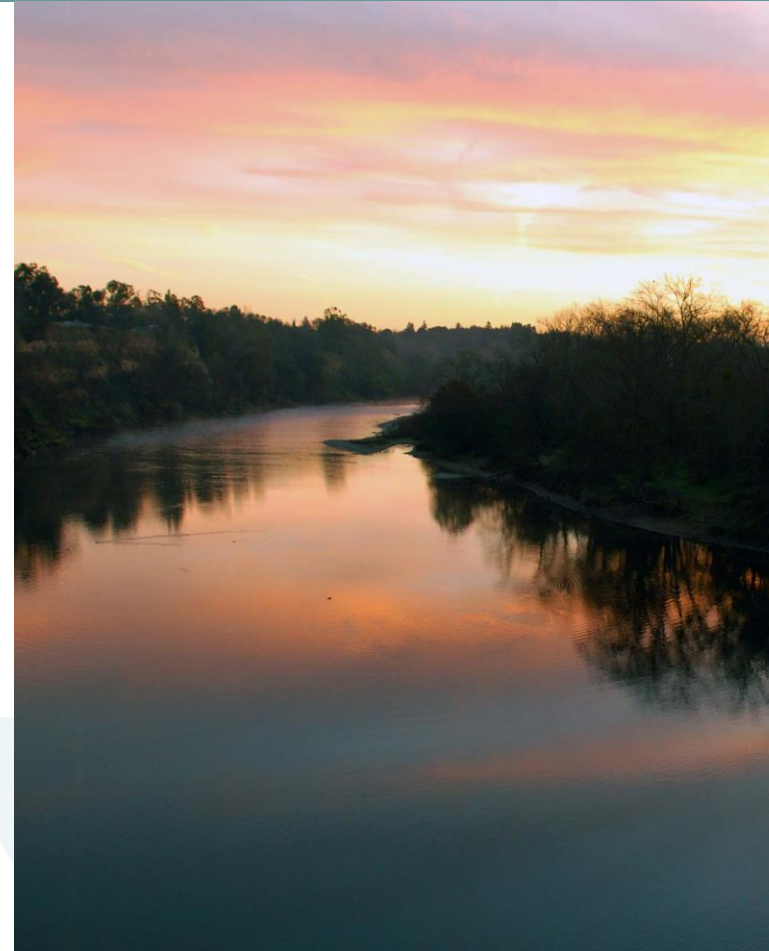
Communication Goals

Member Communication

- Develop effective methods for RWA to communicate with members
- Build member support and systems for communicating with one voice

External Audiences

- Shape and lay the groundwork for support for a 2021 climate resiliency bond
- Build support for the region's climate solutions, especially the Water Bank
- Position the region to secure economic recovery money for projects
- Continue to demonstrate the vital role of water providers in providing an essential resource and protecting public health
- Lay a foundation for increasing outreach and communication to non-English-speaking communities



Member Communication

Member Communication

- Utility managers
- Elected board member

Desired Outcomes

- RWA develops a consistent and accepted method for communicating ongoing activities and achievements with members
- RWA develops a successful process for gaining member input in and acceptance of the Public Relations program goals, messaging and activities
- RWA members actively support the Public Relations program and utilize RWA's messaging and outreach materials



External Audiences

- Legislators and policymakers (federal, state and local)
- Federal and state agencies such as Reclamation, DWR and the State Water Resources Control Board
- High-credibility stakeholder organizations such as PPIC, The Nature Conservancy and other local and statewide academic, environmental NGOs and business interests (including both statewide and local community organizations)
- Public/RWA member customers
- News media

External Communications

- Communication Plan
- Research and Tool Box
- Regional Visibility
- Build Relationships and Stakeholder Support
- Local Elected Leader Support and Advocacy
- Foundational Materials (including materials for outreach in Spanish)



Foundational Activities and Materials



- Focus Groups
- Power Mapping of Elected Influencers
- Tool Box:
 - 20-year Anniversary Logo
 - Editorial Calendar
 - Key Messages/Branding Statement(s)
 - Climate Resiliency Fact Sheets
 - Federal Stimulus Fact Sheet
 - Issue-Based Fact sheets and Frequently Asked Questions
 - Website Support
- Media Outreach and Social Media

Board Action - Priority Issues

- Climate resiliency bond: Opportunity for funding for priority projects, including the Water Bank
- Federal stimulus funding: Opportunity for funding for local infrastructure projects
- Communicate to regulators and policymakers the impacts of increased regulatory requirements on rate affordability, quality and quantity. [Specific Example: COVID-19: Threat that regulators and policymakers will require water providers to forgive delinquent water bills and/or late fees, impacting revenues, rates/rate affordability, water quality and water availability, especially for disadvantaged communities]
- Equity: Increasing attention paid to ensuring ~~water provider~~RWA outreach and programs are equitably communicated to all communities and support member agencies' efforts to do the same, especially disadvantaged communities

Board Action - Secondary Issues

- Water quality, including PFOs: Threatens groundwater banking
- COVID-19: Opportunity to continue demonstrating the vital role of water providers in protecting public health; threatens operations of water providers
- Delta conveyance (i.e. Delta Tunnel): Threatens to take away funding for priority projects and ignore MFMS/impact local control over American River flows
- Bay-Delta Water Quality Control Plan/Voluntary Agreements: Opportunity for funding for local habitat projects under existing negotiated VA; threatens MFMS/impact local control over AR flows

Questions?

