Report on the Strategic Plan Communication Goal

May 6, 2021
Communications Goal

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

• I realized from feedback from the workshop that some members did not understand the work we are doing

• To periodically report on the progress of the four goals of the strategic plan

• To explain why communication is important to the RWA’s mission

• To help members understand the value of their investment in communication

• For members to understand the good work we do...*Do good work and tell people about it*

• To help members understand they have a role in making us become successful. *You are receiving good value on your investments!*
Importance

Why is communication important?

• We will not achieve our policy outcomes without clearly communicating what we need
• We are victims of our own success
• We will not be able to push back on problematic policies
• To communicate with our members
Discussion Topics

• Communications Program Guidance—our foundation
• Communication to Members
• Communication to External Audiences
  o Ongoing branding and story telling
  o Relationship building with influencers
  o Issue-specific outreach
• Foundational Work for “What’s Next”
1: RWA Strategic Plan Goals and Objectives

- Member Communication
- External Audiences
2: Priority communications issues and opportunities
(Approved by the RWA Board in November 2020):

• Climate resiliency bond (and/or drought response)
• Federal stimulus funding (and/or economic recovery/infrastructure funding)
• Impacts of increased regulatory requirements on rate affordability, quality and quantity
• COVID-19: Impact on water provider revenues
• Equity: Increasing attention paid to ensuring RWA outreach and programs are equitably communicated to all communities
• Research into preferred communication methods and timing
• Adjusted RWA Newsletter to become RWA E-Alert
• Coffee and Conversation events
• Annual reports
• Communicating with “one voice”
External Audiences

- Ongoing brand building and story telling
- Stakeholder relationship building
- Issue-specific outreach
- Foundational work for “what’s next”
Commentary: After this year’s wildfires, California must spend to manage forest health

Our forests can again function as they did historically and be more resilient to wildfires, if the state makes these major shifts.

Robert Dugan and Jeff Harris, Guest Columnists
Published 10:32 a.m. PT Nov. 27, 2020 | Updated 10:32 a.m. PT Nov. 27, 2020
## Maven’s Notebook

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Stakeholder Relationships

Now’s the Time to Invest in Water

The need for increased investment in the infrastructure that supplies safe, clean, and reliable water has never been more critical.

Just as COVID-19 is the most severe and disruptive health crisis in generations, it is also threatening the financial stability of water suppliers providing an essential public health service. Water utilities are faced with an extraordinary combination of increasing costs to meet needs and falling revenues resulting from declining commercial use and personal financial strain on ratepayers, according to the American Water Works Association (AWWA), nationwide these unprecedented pressures are projected to cost water utilities in the range of $13 billion to $15 billion.

Underfunded for Decades

The coronavirus emergency and the present threat to water suppliers follows decades of declining federal investment in the infrastructure needed for reliable water delivery to homes and businesses.
Local officials say region is prepared as state officials warn of likely drought

SACRAMENTO, Calif. (KTXL) — State water officials have raised a red flag over water supplies later this year, saying another drought is likely for Californians.

Federal and state water allocations from water storage projects have already been drastically reduced.

The evidence of a possible drought has been trickling in and capped by the most recent snow survey, which determines how much water flows into reservoirs downstream.

“It’s been very dry both this year and last year if you go back to the previous water year,” said Erik...
Foundational Work

Three focus groups—1 influencer and 2 residential

• Perceptions about climate change
• Language that would be most impactful in describing climate change impacts on water supplies
• Support or resistance to proposed solutions/adaptations
• Willingness to pay for proposed solutions
• Detailed feedback on the water bank and water transfers
• What would get them to support solutions (funding and/or advocacy with policymakers)
What’s Next?

- More media
- Digital advertising
- Progress on ensuring RWA outreach and programs are equitably communicated
- Continued member communication, including RWA 20th Anniversary
QUESTIONS?
Thank you!