



## **MWDOC Public Affairs** Outreach & Action Plan

## Administration & Finance Committee Meeting

Damon Micalizzi Director of Public Affairs

JULY 13, 2021

## What are our goals?





# 01

## INCREASE AWARENESS

About the importance of the water infrastructure projects for the future of California

02

#### **ELEVATE ENGAGEMENT**

Utilize the current issues to garner support

03

#### **APPRECIATION OF INVESTMENT IN INFRASTRUCTURE**

DCP, storage projects, recycling, desalination

#### **CALLS TO ACTION**

Submit comments on DCP DEIR, take a tour, attend events, contact legislators, etc.

## Who is our target audience?



01 LEGISLATORS

- O2 OTHER METROPOLITAN DIRECTORS
- O3 BUSINESS COMMUNITY
- O4 ENVIRONMENTAL GROUPS

**D5** GENERAL PUBLIC



## What is our Key Message?





# **Collaboration: Avoiding Duplication**





#### SOLVE THE WATER CRISIS COALITION

Educational outreach targeting legislators about climate change, infrastructure, storage, conveyance, desal, etc.

#### ACWA'S QUENCH CALIFORNIA

Targets the general public about water issues throughout the State & the need to invest in infrastructure

#### **CMUA BIG & BOLD:**

Policy Paper - Refocusing California's Water Management Strategy

#### SO-CAL WATER COALITION

Delta Conveyance Campaign: A Vital Project for a Resilient California Water Supply

#### **DEPARTMENT OF WATER RESOURCES**

DCP materials new videos, briefing papers, and presentations.

#### METROPOLITAN

Decades of investment in the Delta

## It's now or never...



#### **DROUGHT**

The current situation has water top of mind

#### SUPPORT FROM SACRAMENTO

Governor Newsom and his Administration support the DCP

#### COALITIONS ARE BEING BUILT

Good work is being done by various groups and partners

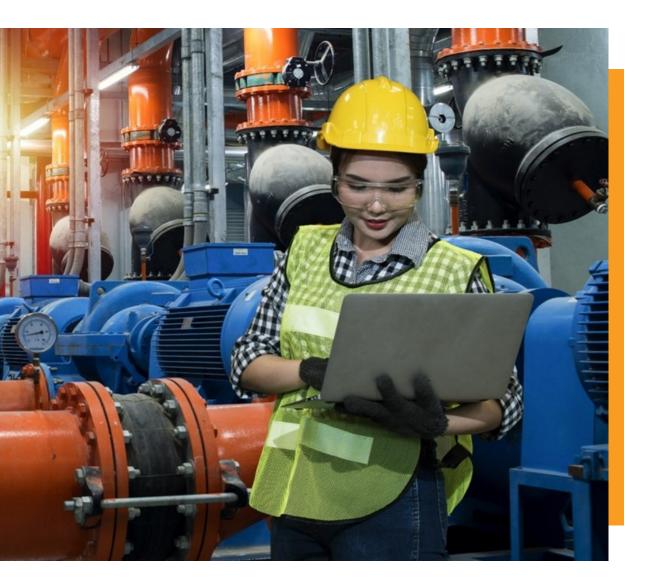
#### WE'VE BEEN HERE BEFORE

Orange County nearly unanimously supported WaterFix



## **Draft Environmental Impact Review (EIR)** 90 DAYS TO MOVE THE NEEDLE





#### THIS WILL DETERMINE THE FATE OF THE PROJECT

#### NOT YOUR FATHER'S DELTA TUNNEL

- Changing from 2 tunnels to 1 tunnel
- The project is downsized, refined, rerouted, and redesigned
- Responsive to community needs

#### COMMENT LETTERS FROM VARIOUS STAKEHOLDERS

## What can we do? UTILIZE ALL MWDOC COMMUNICATIONS CHANNELS/TOOLS (LEVEL 1)



"Longer-term, California needs a water solution. More

than 236,000 acre-feet of water — enough to supply

most of Orange County for a year — flushed into the

habitable parts of the Bay-Delta between October and

January, Micalizzi said. If the Delta Conveyance Project

was operational, that water would have been available

ocean to prevent fish from being pulled into less

for use."

WEBSITE/TRADITIONAL/SOCIAL MEDIA Dovetail off current Drought Campaign, "Did you know?"

**POLICY DINNER** October speaker is..??

#### **OC WATER SUMMIT**

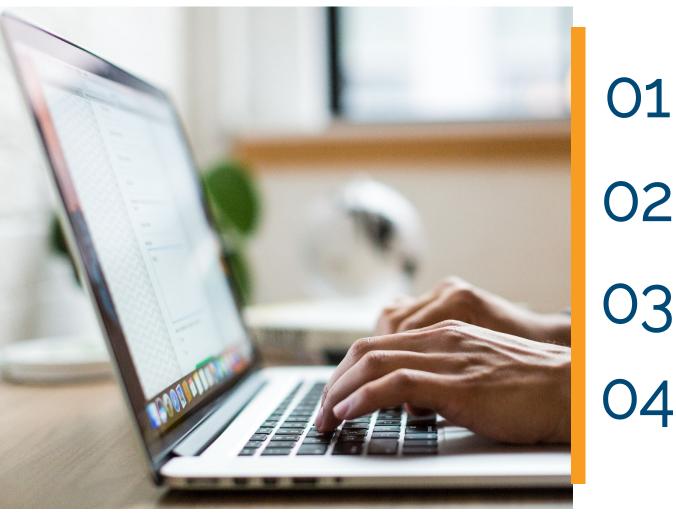
This year's program is dedicated almost entirely to elevating awareness about these issues

**SPEAKERS BUREAU** Plug and Play Presentations

**INSPECTION TRIPS** Use trips to demonstrate the importance of these projects

## **DCP Media Kit**

ELEVATED COMMUNICATIONS (LEVEL 2)



# **MWDOC**

#### **NEWSLETTER ARTICLE**

Orange Country Register Sunday Paper on behalf of the Family of OC Water Agencies

02

01

#### **COMMENT LETTER TEMPLATE**

On behalf of various Stakeholder Groups

**SOCIAL MEDIA POSTS** What if DCP were in place?

#### **OTHER ELEMENTS** Press Release, Infographics, Advertisements

#### The Delta Conveyance Project - Everyone Wins Science Proves, the Tunnel is the Best Way to Protect the Environment, the Ecosystem, and the Economy from Climate Change and Seismic Risks destate Guits consumer, and provide bands for habitst enterview. The governor taken red value adaptive red from unity vanigament As optimize frequencies from in the Darks, This will restarts the resulter

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## **Editorials**



COORDINATED IN LA TIMES, SAC BEE, OC REGISTER/SCNG

**OpEd Placement** 

No guarantee

Meet With Editorial Board No guarantee

**Working With Partners** Greater reach

#### **Speakers Bureau**

Specific DCP (Goal of 6 Presentations before 90 day period)



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## **Sponsored Content**



(LEVEL 3)



#### **OpEd Placement** Advertorial

#### TV NEWS ADVERTISING

KCAL & NBC4 will sometimes do feature programs for sponsors

#### PBS SO CAL

Sustaining US Syndicated Filmed in OC

## In Conclusion



## Seeking Board Direction on:

- Which Projects/Issues?
  - **DCP**
  - **SITES RESERVOIR**
  - PURE WATER SO CAL (CARSON)
  - **DOHENEY**
  - OTHER...

#### What Level?

- LEVEL 1 Standard Communications Efforts
- LEVEL 2 Enhanced Communications Efforts
- LEVEL 3 \$ponsored Content





# Thank You!

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