



MWDOC Public Affairs Outreach & Action Plan

Administration & Finance Committee Meeting

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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

04

CALLS TO ACTION

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

Who is our target audience?



- 01 LEGISLATORS
- 02 OTHER METROPOLITAN DIRECTORS
- 03 BUSINESS COMMUNITY
- 04 ENVIRONMENTAL GROUPS
- 05 GENERAL PUBLIC



What is our Key Message?



We Need More Supplies!!!



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 MWD OC COMMUNICATIONS CHANNELS/TOOLS (LEVEL 1)



01

WEBSITE/TRADITIONAL/SOCIAL MEDIA

Dovetail off current Drought Campaign, “Did you know?”

02

POLICY DINNER

October speaker is..??

03

OC WATER SUMMIT

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

04

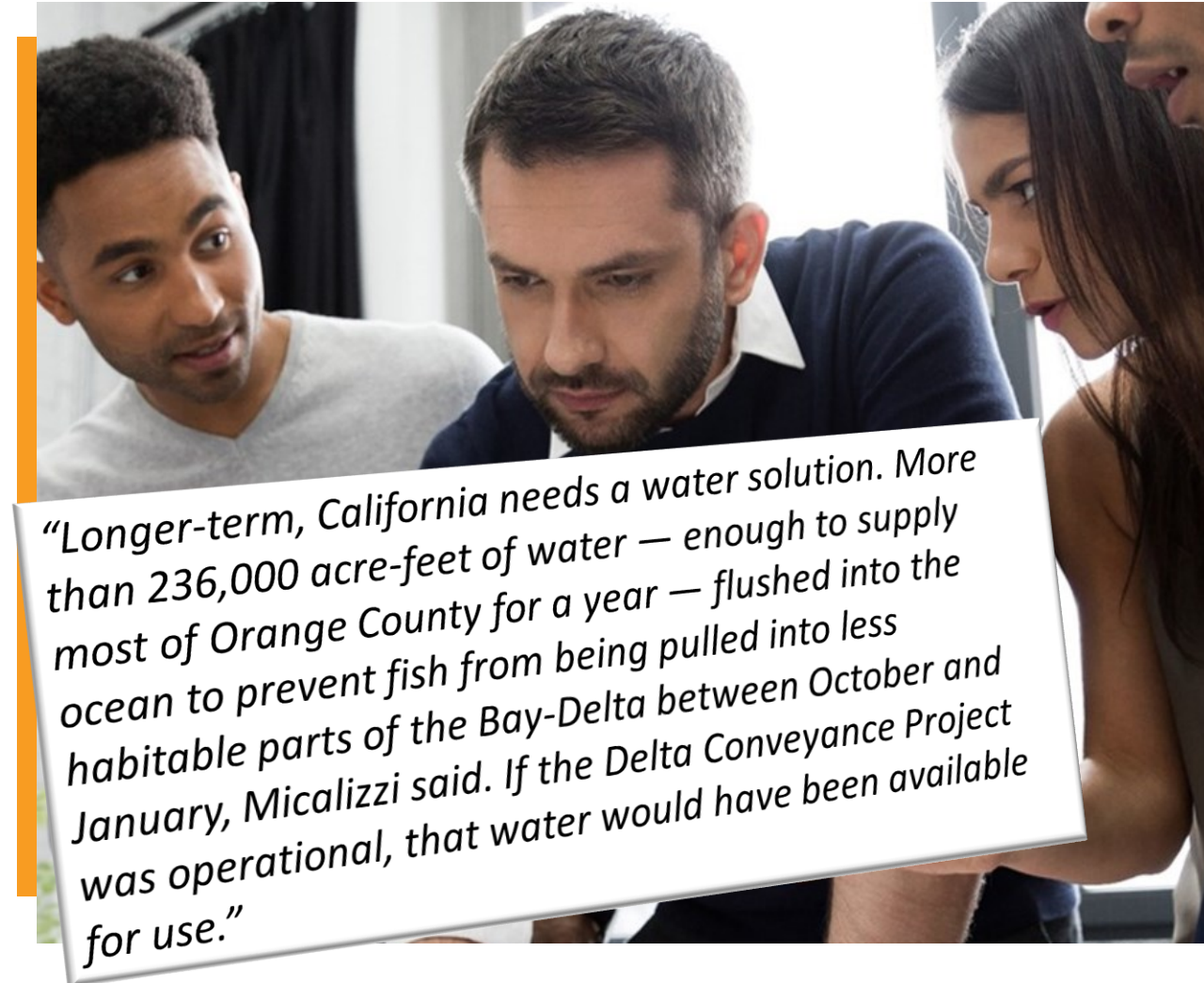
SPEAKERS BUREAU

Plug and Play Presentations

05

INSPECTION TRIPS

Use trips to demonstrate the importance of these projects



“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 ocean to prevent fish from being pulled into less 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 for use.”

DCP Media Kit

ELEVATED COMMUNICATIONS (LEVEL 2)



01

NEWSLETTER ARTICLE

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

02

COMMENT LETTER TEMPLATE

On behalf of various Stakeholder Groups

03

SOCIAL MEDIA POSTS

What if DCP were in place?

04

OTHER ELEMENTS

Press Release, Infographics, Advertisements

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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