

CFWI Community Outreach and Consensus Building

triSect's Final Report
January 30, 2015



Prepared by

Leadership Engagement Process

Phase 1 – Strategies to Educate and Engage

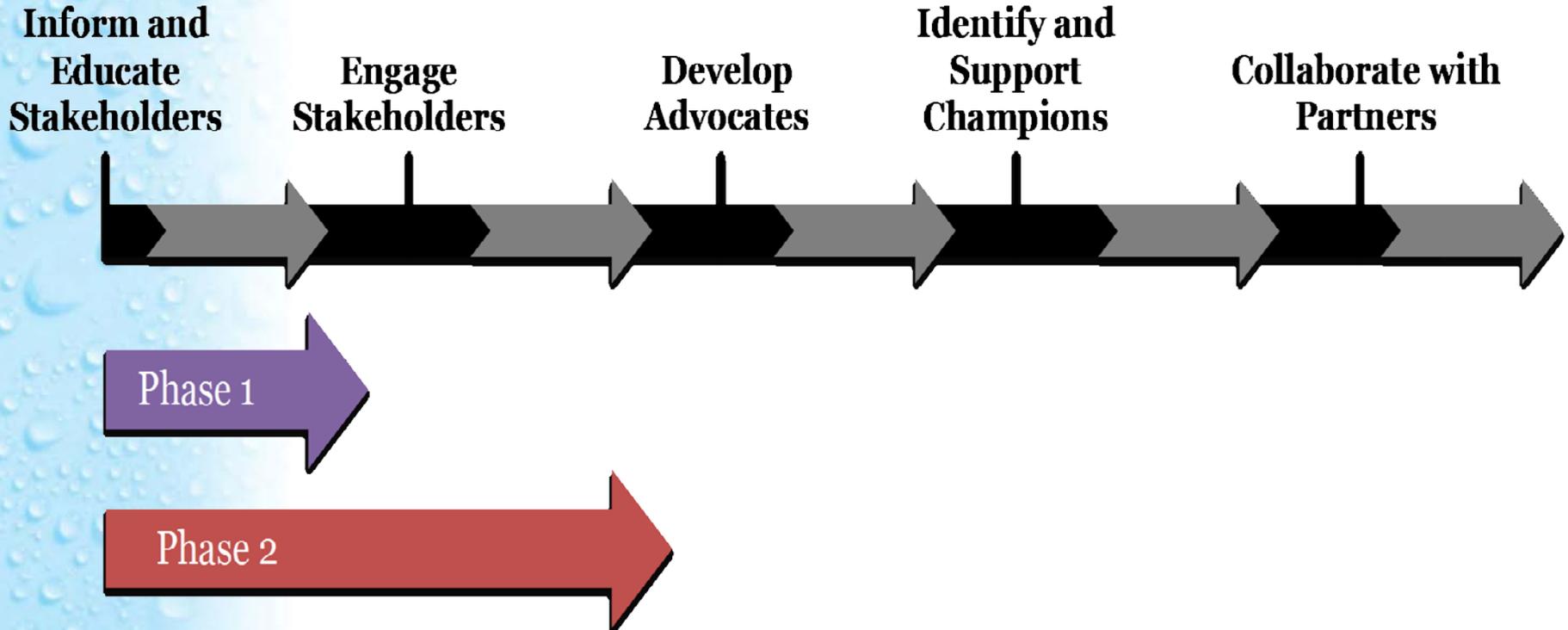
- Internal Coordination
- External Engagement

Phase 2 – Strategies to Educate, Engage and Develop Support

- Continue Internal Coordination
- Expand Stakeholder Education/Communication
- Develop Regional and State Advocates

Creating Champions and Partners

triSect's Leadership Engagement Process



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Phase 1 - Strategies to Educate and Engage

Internal Coordination

What they did:

- 15 Communications Team phone calls
- Attended 16 Solutions Team and 9 Steering Committee meetings

What they learned:

- Coordinated communication is critical
- Having third party perspective is beneficial

Phase 1 - Strategies to Educate and Engage

External Engagement

What they did:

- Interviews with subject matter experts and county managers
- Local government and business community workshops

What they learned:

- Local leaders want a collaborative process
- Active, on-going participation is key to successful long-term policy and funding solutions
- The value of water is not “top of mind” -- but needs to be
- Willing to support CFWI if tools are provided

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Phase 2 - Strategies to Educate, Engage and Expand Recommended Approach

- I. Continue Internal Communication
 - A. Continue coordinating internal communications plan
 - B. Enhance the CFWI website
- II. Expand Stakeholder Education and Communication
 - A. Develop outreach and engagement efforts targeting local government and business leaders
 - B. Outreach outside of CFWI counties
- III. Develop Regional and State Advocates
 - A. Develop and host a Water Summit

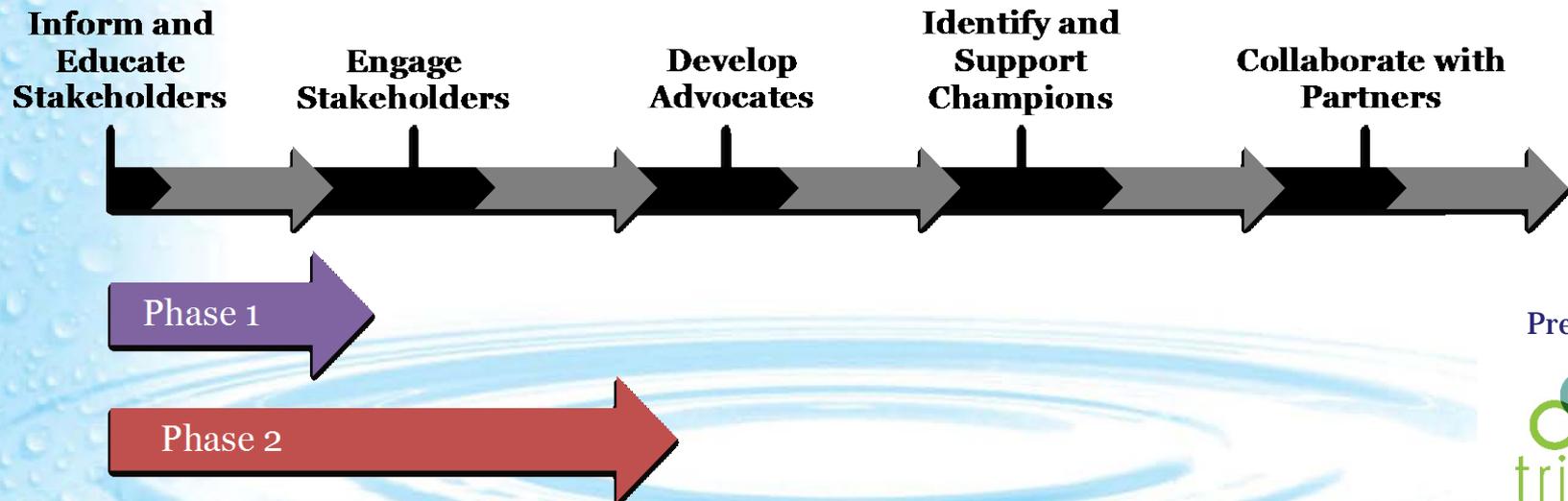
Leadership Engagement Process

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