

CFWI Solutions Strategies Communications Plan

February 2015

Goal

To effectively communicate to all key stakeholders and the general public the development of the *2035 Water Resources Protection and Water Supply Strategies Plan* (Solutions Plan) for the Central Florida Water Initiative (CFWI) as well as the finalization of the draft *Regional Water Supply Plan* (RWSP).

Objective

Support the CFWI technical teams in finalizing and adopting the RWSP and the Solutions Plan by October 1, 2015, through planned outreach and strategic engagement with stakeholder groups and the public.

Situation

The St. Johns River, South Florida and Southwest Florida water management districts (WMDs) are currently working together with other key stakeholders to coordinate development of the Solutions Plan for the CFWI, a region in central Florida that has been designated as an area of concern for future water needs.

Part of that initiative includes the creation of unified messages and implementation of outreach activities to engage local governments, the business community, agricultural interests, environmental groups and other interested stakeholders in the development of the first-ever Solutions Plan.

The CFWI Steering Committee recognizes that public involvement in this process is necessary for successful development and implementation of the Solutions Plan and critical for final adoption of the CFWI Regional Water Supply Plan.

Background

Florida's water management districts develop regional water supply plans to ensure the protection of water resources and related natural systems and to identify sustainable water supply for all water uses. Through the CFWI, three water management districts — the St. Johns River Water Management District, South Florida Water Management District, and Southwest Florida Water Management District— are working collaboratively with other agencies and stakeholders to implement effective water resource planning, development and management procedures to protect, conserve and restore our water resources. The CFWI Planning Area includes all of Orange, Osceola, Seminole, Polk counties and southern Lake County. This CFWI effort is using a unified, collaborative and consensus-driven process to address central Florida's current and long-term water supply needs.

A draft CFWI Regional Water Supply Plan (RWSP) has been developed and is in “final draft” form. The CFWI Solutions Planning Team (SPT) was established to build on the results of the CFWI planning process and address future steps toward meeting the water supply needs of the region. The Solutions Plan document provides relevant project information to further develop specific water supply projects through partnerships with water users. The document also includes the necessary financing, cost estimates, potential sources, feasibility and permissibility analysis, identification of governance structure options and any potential recovery needs.

The Communications Team has planned next steps in ongoing outreach efforts to continue generating public awareness and engagement with the Solutions Plan. Included is a public input process for the draft Solutions Plan, as outlined below.

Communication Challenges

- Place emphasis on addressing any questions or concerns associated with the RWSP and the Solutions Plan.
- Focus on water sources identified in the plan.
- Emphasize that water conservation remains a priority.

Messages

- The first-ever CFWI Regional Water Supply Plan (RWSP) was developed in 2013 and is in final draft form at this time. It is available at ***cfwiwater.com***.
- The WMDs, Florida Department of Environmental Protection, Department of Agriculture and Consumer Services, utilities and other key stakeholders will continue to work together to implement the most feasible and cost-effective projects identified through the CFWI process.
- The draft CFWI Solutions Plan was created through the collaboration of the St. Johns River, South Florida, Southwest Florida water management districts and many stakeholders and is available for review by any interested member of the public.
- **The goal of the CFWI Solutions Plan and the RWSP is to provide a road map to address both current and long-term water resource issues in central Florida.**
- Involving all local and regional stakeholders is an essential part of the regional water supply planning process to ensure the plan reflects the issues and concerns of the region while also identifying implementable projects and other measures to sustain the regional water supply.

Communication Strategies for 2015

1. Strategies for internal communications (WMDs lead)

Strategy: *Continue coordination among WMDs' communications team and triSect to implement the 2015 communications plan. Continue coordination with CFWI Management Oversight Committee (MOC), Solutions Planning Team (SPT) and the Steering Committee (SC).*

Tactic A: Communications team

- Task 1: Hold weekly/bi-weekly teleconferences to plan activities
- Task 2: Provide updates on implementation of each strategy
- Task 3: Follow up as needed from each teleconference

Tactic B: CFWI leadership

- Task 1: Provide communication updates at MOC and SPT meetings
- Task 2: Provide presentations as needed at SC meetings

2. Strategies for business leaders and organizations, agriculture community, environmental groups and civic organizations (triSect lead)

Strategy: *Identify and keep leaders and organizations in key stakeholder groups engaged and informed about the types of projects in the Solutions Plan and the timeline of the planning process while also supporting ongoing conservation efforts.*

Tactic A: Meet with key leaders to update and engage them in the process

- Task 1: Identify and meet with key leaders to become CFWI "champions"
- Task 2: Develop materials/tools as needed (with WMD support)
- Task 3: Schedule meetings

Tactic B: Public speaking engagements

- Task 1: Identify key opportunities to reach these groups
- Task 2: Identify which staff and "champions" will participate
- Task 3: Develop materials needed
- Task 4: Schedule presentations

3. Strategies for local government leaders and elected officials (*triSect lead*)

Strategy: *Keep local government leaders and elected officials engaged and informed about the projects in the Solutions Plan and the timeline of the planning process while also supporting ongoing conservation efforts.*

Tactic A: **Meet with key local government leaders and elected officials**

- Task 1: Identify key local government leaders and elected officials
- Task 2: Identify which staff will participate
- Task 3: Develop materials/tools as needed (with WMD support)
- Task 4: Schedule meetings

Tactic B: **Plan public speaking engagements to local governments and elected officials**

- Task 1: Identify key speaking opportunities to reach local governments and elected officials
- Task 2: Identify which staff will participate
- Task 3: Develop materials as needed
- Task 4: Schedule speaking engagements

4. Strategies for outreach outside of CFWI region (*triSect lead*)

Strategy: *Improve engagement in strategic areas outside of the CFWI region, including Brevard and Volusia counties as well as the Jacksonville area. Inform key stakeholders about the types of projects in the Solutions Plan, the timeline of the planning process and ongoing importance of water conservation.*

Tactic A: **Identify and meet with key leaders outside of the CFWI region to engage in the process**

- Task 1: Identify and meet with key leaders as CFWI “champions”
- Task 2: Develop materials needed
- Task 3: Schedule meetings

Tactic B: **Plan public speaking engagements to key groups outside of CFWI**

- Task 1: Identify key groups
- Task 2: Identify which staff will participate
- Task 3: Develop materials needed
- Task 4: Schedule speaking engagements

5. Strategies for Legislators (WMDs lead)

Strategy: *Keep legislators and staff engaged and informed about the CFWI process, projected water demands and needs, potential projects and funding plan.*

Tactic: **Meet with key legislators and staff**

Task 1: Provide information on CFWI to legislators and staff

Task 2: Provide legislative committees with informational presentations as requested

6. Strategies for WMDs' Governing Boards (WMDs lead—technical & executive staff)

Strategy: *Communicate with Governing Board members prior to April 28, 2015 (that is, prior to start of the public comment period) and again prior to Governing Board approvals of final plans (September 2015) to ensure clarity and receive feedback.*

Tactic: **Meet individually with Governing Board members**

Task 1: Identify who will meet with Board members

Task 2: Develop materials as needed

Task 3: Schedule meetings

7. Strategies for media (WMDs lead)

Strategy: *Provide timely information to keep the media informed about CFWI activities, types of projects in the Solutions Plan and timeline of the planning process.*

Tactic A: **Meet with key reporters and editorial boards**

Task 1: Identify reporters and editorial boards

Task 2: Identify which staff will participate

Task 3: Develop materials needed

Task 4: Schedule meetings

Tactic B: **Offer media interviews with CFWI leaders and technical experts**

Task 1: Identify key media to pitch offers

Task 2: Identify which staff will participate

Task 3: Develop needed materials

Task 4: Schedule interviews

8. Strategies for overall communications and obtaining public feedback
(WMDs lead)

Strategy: *Provide easy access to information about the Solutions Plan and a convenient way for interested parties to provide feedback to the WMDs.*

Tactic A: Develop a citizen section on the CFWI webpage

Task 1: Create content explaining the Solutions Plan, types of projects included and timeline of the planning process

Task 2: Create links to files explaining each of the 18 projects included in the Solutions Plan

Task 3: Provide a link to allow anyone to provide feedback on any specific project in the Solutions Plan or about the planning process in general.

Tactic B: Provide opportunities for public review and input on Solutions Plan

Task 1: Post draft Solutions Plan to website and provide option for online comments

Task 2: Hold two public meetings in CFWI area

Internal planning documents will include an Outreach Calendar and a final report

2015 General Timeline

While most activities will be ongoing, the chart below indicates critical times for communications:

	March	April	May	June	July	Aug.	Sept.	Oct.
Internal								
Community/Business/ Agriculture/Environmental								
Local Government								
Outside areas								
Legislators								
Governing Boards								
Internal Staff								
Media								
Public								