



Outreach Path Forward

Presented to the City of San Diego Environment Committee
July 23, 2014

Outreach Planning

Current Efforts: July 2014 – Dec. 2014

Listen, Learn, Retool & Re-engage

- Develop communication plan
- Finalize project branding and identity, enhance graphic elements of communication tools
- Finalize metric measures and develop dashboard
- Revisit top 50 community leaders
- Conduct stakeholder interviews
- Conduct speaker/presenter training
- Engage multicultural outreach consultants
- Develop multicultural outreach plans
- Seek partnerships with organizations
- Initiate requests for support letters and resolutions
- Conduct briefings to all cities and water agencies
- Brief all cities in San Diego County
- Continue to promote tours
- Launch youth outreach program

Ongoing Efforts: July 2014 – June 2016

- Complete/update communication and multicultural outreach plan
- Update stakeholder database
- Identify and create social and traditional media opportunities
- Promote program milestones
- Continue tours/enhance program
- Complete remaining stakeholder interviews
- Continue involvement in community events
- Continue Pure Water engagement within industry
- Continue briefings to key groups (IROC, etc.)

Immediate Outreach Priorities



- Update Pure Water collateral materials, including fact sheets, PowerPoints, FAQs, and website, etc.
- Set up and conduct stakeholder interviews
- Enhance existing social media program/increase audience
- Coordinate renewed media plan
- Continue/increase promotion of tours of the AWPf
- Identify, recruit & train speakers for presentation outreach/briefings
- Solicit/present before community, civic/planning orgs
- Continue/increase promotion of top event opportunities
- Coordinate, support and manage Pure Water Working Group
- Launch multi-faceted youth engagement program

Website

Goals:

- Enhance visuals and page content
- Make graphics and diagrams more interactive
- Increase ease of site navigation

HOME

- Program description
- Program fact sheet and diagrams
- Tour and presentation request links
- Social media and email list sign ups
- Video links
- Links to previous program initiatives



The screenshot shows the homepage of the Pure Water San Diego website. At the top, there is a navigation menu with links for WATER HOME, GENERAL INFO, LAKES AND RECREATION, WATER & SEWER BILL/RATES, WATER CONSERVATION, RECYCLED WATER, WATER QUALITY, INFRASTRUCTURE IMPROVEMENTS, and PURE WATER SAN DIEGO. Below the navigation menu, the main content area is divided into several sections:

- Pure Water San Diego Program:** A list of links including General Information, News and Publications, Public Involvement, Stakeholders, Youth Connection, Awards and Recognition, Links & Resources, Reports, Water Purification Demonstration Project, and Water Reuse Study.
- Keep Me Informed:** A form for users to enter their email address and click a "Join" button.
- Water Purification Process:** A detailed diagram showing the flow of water from the Drinking Water Treatment Plant through the North City Water Reclamation Plant, Recycled Water, Advanced Water Purification Facility, and San Vicente Reservoir, eventually reaching the Local Retailer (In-ground Storage, California River, and Wastewater Customers).
- Pure Water San Diego:** A text block describing the program as the City's 20-year program to provide a safe, secure, and sustainable local drinking water supply for San Diego. It mentions that recycled water will be turned into drinkable water through the use of water purification technology. It also states that the program will make San Diego more water independent and more resilient against drought, climate change, and natural disasters.
- PureWaterSD.org:** A link to the website's main page.
- FOLLOW US ON:** Social media icons for Twitter and Facebook.
- TOUR THE ADVANCED WATER PURIFICATION FACILITY:** A link to request a tour.
- REQUEST A PRESENTATION:** A link to request a presentation.
- Project Reports:** A link to view project reports.
- AWP:** A link to the Advanced Water Purification Facility.

Stakeholder Interviews

- Revisit interviews from 2010/2011
- Multicultural priority engagements
- Send inquiry letter/conduct interview
- Identify ways to inform their constituencies
- Where appropriate, provide support letters or program engagements
- Enlist and invite recommendations and suggestions

Materials/Infographics/ Social Media

Today's Water IQ Infographic Example

WOULD YOU BELIEVE?

THE AVERAGE AMERICAN HOUSEHOLD USES
350 GALLONS
OF WATER A DAY



Nearly **two-thirds** of the world's population will experience water shortages by 2025.



 x **2,900** = 

It takes **2,900 gallons of water** to make a **SINGLE** pair of blue jeans.

 =  It takes three liters of water to make every one-liter bottle of water.
(And that's before they put the water in!)

WHY SHOULD YOU CARE?

884 million people lack access to clean water

(THAT'S NEARLY THREE TIMES THE U.S. POPULATION).



- Develop infographics
- Identify/translate materials into various languages
- Enhance video information/virtual tour opportunities.
- Develop youth-oriented materials
- Tailor information documents for city of San Diego leadership distribution
- Program specific cross-promotion partnerships
- Goal: increase audience on all social media platforms

Earned Media

- Editorial briefings
- Morning talk TV/radio
- Media pieces
 - News releases
 - Media advisories
- Letters to the editor and/or opinion editorials
- Feature articles
- Media Tours
- Partnerships with regional coverage



CITY HOPES TO TAP INTO PURIFICATION PROCESS

North City facility's demonstration project fine-tuning how best to purify wastewater

By UT San Diego 5:06 AM, JUNE 23, 2014

PRINT COMMENTS

Multicultural Outreach

Multicultural Outreach

- Stakeholder interviews
- Key opportunities within cultural communities and forums
- Faith-based interests
- Multi-lingual communication materials
- Cross promotion with key multicultural organizations



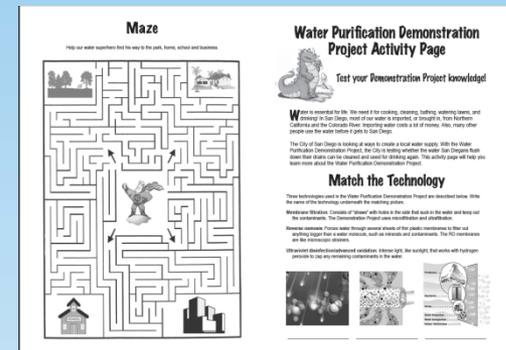
Tour Program

- Continue tours/increase promotion of tour program
- Tours of the Advanced Water Purification Facility provide an up-close look at the water purification process
- 370 tours and more than 5,200 participants to date
- Tours are key for gaining public support for Pure Water



Youth Engagement Program

- Continue partnerships with Youth Commission, Elementary Institute of Science, Girl Scouts and Boy Scouts
- Create Pure Water activity pages and trading cards
- Develop contests and polls
- Implement Project SWELL 5th grade lesson in fall 2014 (in progress)
- Partner with local colleges to offer tours and presentations
- Video contests



Tracking Our Progress/ Measurable Results

- Record presentations and input
- Tour pre and post questionnaires
- Telephone surveys/iPad surveys
- Partner with regional water industry/measure success
- Letters of endorsement/proclamations/resolutions
- Continue to track program metrics, including tours, presentations, stakeholder briefings, social media and earned media
- Create dashboards to show/track measurable results

