

## **Public Outreach/Relations Program Proposal**

### **What the Action Planning Process revealed about Public Outreach**

In the 2013-14 Action Planning Process, the Commission directed staff to develop a public outreach program. Specifically the Action Plan states that in 3-5 years, it wants to see: "Outreach efforts incorporated into Annual Reports". This concept was further described as follows:

- More give and take between Bank and water community
- Legislative support for AWBA objectives

The Commission then incorporated the Outreach Program concept into two of four AWBA commitments:

- meeting AWBA responsibilities
- making decision on AWBA statewide role

Specific to meeting AWBA responsibilities, the outreach was focused on a successful outcome on the extension of the 4¢ tax. Specific to making decision on AWBA statewide role, staff was directed to develop outreach program to inform Legislature and public about the AWBA and its role in statewide water management.

### **What Kind of a Program Makes Sense to Implement**

Public outreach/relations is the activity or process of informing the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuading them to maintain a certain view about an organization, its leadership, products, and/or political decisions. The foundation of a successful outreach/relations program has one or more clear objectives. Once objectives are clear, then the appropriate target audience can be identified and effective strategies can be developed and implemented in a program with a defined implementation period. Recommended action at this time:

- Commission dedicates time getting clarity on the objective of the public outreach/relations program and the appropriate target audience

### **Recommendations Irrespective of Objectives and Target Audience**

- Commission Chair continues establishing importance of AWBA with Governor's Office and Legislative leadership
- Commission members discuss future interactions with ex officio members
- Staff presents AWBA purpose and objectives to Legislative Committees as appropriate
- Staff develops a list of non-money solutions that could help the AWBA maximize the use of existing funds to meet objectives (i.e. credit exchange between CAGR and AWBA, facilitate use of ASLD subcontract between now and the time the entitlement is transferred to the receiving subcontract)