

## LSCR Study Outreach & Communications Sub-Team

### Engagement Objectives – REVISED DRAFT

October 24, 2016

#### Definitions & Roles

**Stakeholders:** interested parties who do not represent Study Cost-Share Partners

**Stakeholder Advisory Team/Stakeholder Advisors:** interested parties, not representing a Cost-Share Partner, who wish to provide input throughout the course of the study

**Pima Association of Governments:** the lead agency for stakeholder involvement and public communications

#### Key Engagement Topics from Plan of Study

- *Basin Study Goal: “Our overarching goal is to identify where physical water resources are needed in order to mitigate climate change impacts and improve water reliability for municipal, agricultural, [industrial] and environmental sectors, [and tribal communities] in the LSCR Basin.” (pg 10)*
- *“The desired outcome of the LSCR Basin Study is a basin-specific plan describing collaboratively developed solutions that will help meet water demands and foster sustainable development.” (pg 27)*

#### Engagement Process – Overview

- *“As the Study progresses, the effectiveness of public involvement will be assessed periodically, based on the level of public response and feedback from the Study Partners and stakeholders. If necessary, adjustments will be made as necessary to ensure that appropriate communication and feedback is occurring.” (pg 35/31 in Apdx. II)*
- *“The Study Partners, in consultation with the members of the Sub-Teams, the Stakeholder Advisory Group and the public, will identify preliminary adaptation strategies to address supply and demand imbalances.” (pg 26)*

#### Engagement of Study Partners

- *“Every effort will be made to achieve consensus among the Study Partners for key decisions within the LSCR Basin Study.” (pg 14)*
- *“Final study assessments will be solely a product of local Cost-Share Partner input.” (pg 15)*
- *“The project team will be invited to participate in all events and will have input on all materials distributed.” (pg 35/31 in Apdx. II)*

#### Engagement of Public Subject Matter Experts

- PAG Regional Standing Committee Meetings
  - o *“Pima Association of Governments will engage technical experts, professionals and interest groups through its Environmental Planning Advisory Committee (EPAC) and its Watershed Planning Subcommittee.” (pg 35/31 in Apdx. II)*
  - o *“All [PAG EPAC] meetings are public and widely distributed through a large mailing list. PAG plans to have presentations on the Lower SCR Basin Study at a minimum of four EPAC*

meetings and two Watershed Planning Subcommittee meetings during the course of the project. If needed, EPAC can also be utilized to receive direct feedback on project elements because it is a voting body with standing representation.” (pg 36/32 in Apdx. II)

- \*Additional information about methods of communicating with the public can be found in the Plan of Study, Community and Outreach Plan (Appendix II).

- Regional Managers and Decision Makers
  - o “In order to move into future implementation and collaboration, it is essential that management and political decision makers be well informed and have opportunity to provide input during the evaluation (of adaptation and mitigation strategies). PAG will ensure that jurisdictional managers are informed about the LSCR Basin Study to through its top policy advisory committee, the PAG Management Committee.” (pg 36/32 in Apdx. II)
  - o “During the study process, key elected officials will be kept abreast of project progress and results through information provided to the PAG governing board and the PAG Regional Council.” (pg 36/32 in Apdx. II)

### **Engagement of General Public**

- PAG Regional Standing Committee Meetings
  - o “Annual public meetings will be held to inform and garner input about the project. These three meetings will be held in a publicly accessible location and will be noticed through press releases, social media, printed media and flier distribution.” (pg 35/31 in Apdx. II)
  - o “All [PAG EPAC] meetings are public and widely distributed through a large mailing list. PAG plans to have presentations on the Lower SCR Basin Study at a minimum of four EPAC meetings and two Watershed Planning Subcommittee meetings during the course of the project. If needed, EPAC can also be utilized to receive direct feedback on project elements because it is a voting body with standing representation.” (pg 36/32 in Apdx. II)

### **Credibility of Engagement Processes**

- Comment Responses
  - o “Reclamation will prepare a response for all comments received. Responses will be posted on the project website established by Reclamation. All information received regarding technical aspects of the Study will be considered and feedback regarding that consideration will be provided.” (pg 36/32 in Apdx. II)
- Records
  - o “Reclamation will archive all outreach materials, information received, and feedback provided in a centralized electronic filing system.” (pg 37/32 in Apdx. II)

## **Engagement Objectives Identified in Subsequent Discussions in the Outreach and Communications Sub-Team**

### **Quality of Engagement Process and Study Products**

- Encourage community support and ownership of the Study through local participation, co-production of information, and incorporation of community feedback
- Encourage a deeper understanding of climate change impacts among study partners, leading to an integration of climate change into local water management and planning

*Although there may not be unanimous support for the final outcome of the Study, the Outreach & Communications Sub-Team aims to ensure that all study partners, local subject matter experts, and members of the general public have the opportunity to provide comments, and feel that their input was valued and that the process of engagement and product development was credible.*

### **Engagement of Subject Matter Experts**

- Maximize access to a range of information for multiple sectors, including municipal, agricultural, industrial, environmental, tribal communities and the business community
- Identify individuals/groups to engage, with specific capacity and information goals in mind

### **Engagement of General Public**

- Develop public understanding
  - o Reach out to the people, organizations, and groups that care about this effort and its outcomes
- Develop list of community leaders to consult with and reference, if we need feedback on a particular issue, question, or Study product
- Provide the public, particularly those with vested interests, with the opportunity to comment on the overall Study process, as well as on particular issues and products
  - o Allow for ongoing submission of public comments (beyond the public meetings), via Basin Study webpage
- Use social media to communicate key messages to public, build understanding about the connections between local water supply and climate change

### **Credibility of Engagement Processes**

- A credible engagement process is important, as it could lay groundwork for future studies and project development
- Credibility of the Study depends on effective engagement of constituents, particularly the municipal, agricultural, industrial, and environmental sectors, tribal communities and the business community
- Demonstrate that the Study approach is appropriate and flexible
- Ensure that the language we use is broadly accessible to a wide audience, and that it is consistent throughout the engagement process and Study products
- Allow for adequate time to consider and address public comments before proceeding with planned activities/products