Austin Integrated Water Resource Plan
Public Outreach Framework
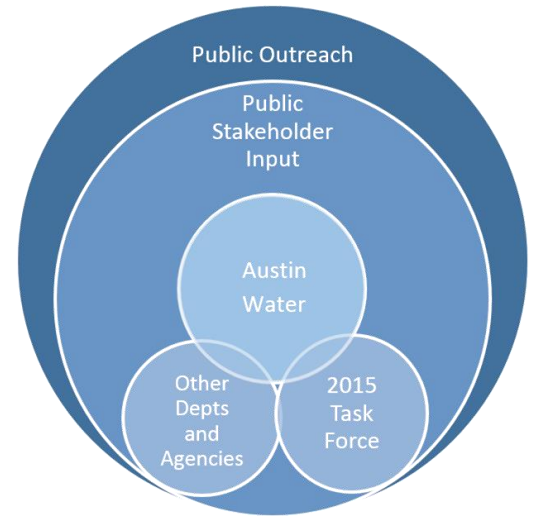
Goals

Community Values
Identify community values that should be reflected in the IWRP

Diverse Stakeholder Input
Seek input from stakeholders which reflect the diversity of Austin's population and customers.

Public Education
Inform and educate the community throughout the plan development process

Public outreach and education efforts for the Integrated Water Resources Plan will gather meaningful stakeholder input to develop a plan that is representative of Austin community values.

Potential Audiences

- Austin Water customers
- Diverse stakeholder groups
  - Underrepresented groups
  - Groups with high-interest
- Community groups
- Regional agencies and stakeholders
- Policymakers

Potential Strategies Toolbox

Existing Initiatives & Outlets

- Imagine Austin and CodeNext: Sustainably Manage our Water Resources and Green Infrastructure Programs
- Water use report software (DropCountr)
- City of Austin Community Registry
- Coordination with other department and agencies

Public Events & Opportunities

- Public stakeholder workshops
- Focus groups
- Conversation Corps
- Neighborhood meetings
- Community events
- Presentations
- Education panels
- Festivals

Social Media

- Twitter (inc. Q and A's)
- Facebook
- Hashtag
- Flickr
- Videos (ATXN, YouTube, Vine)
- Pinterest
- NextDoor
- BloomFire

Print and Digital Media

- Flyers
- Bill inserts
- Reports and fact sheets
- Advertising
- Community association newsletters
- Mailing lists
- Austin Water eNewsletters
- Austin Water website
- Austin Energy Power Plus
- COA Environmental Portal Banner
- ATXN Slideshow
- Surveys
- Neighborhood lists

An Objectives-Driven Approach

- Objectives provide specific, achievable targets that the utility can use to solicit input in multiple formats across diverse groups
- Participants understand what input is needed and how it will be used
- Objectives provide common ground for reporting results back to stakeholders

An objectives-driven approach is, "public participation with a purpose," designed to achieve meaningful outcomes for stakeholders and the utility.

Creating a Public Outreach Plan

Identify Audiences
- Identify preliminary audiences by building an understanding of the demographic and geographic diversity of Austin Water customers and stakeholders
- Identify underrepresented groups and stakeholders and others with high-interest
- Identify barriers to participation and develop strategies to overcome those barriers

Identify Messages and Questions
- Identify information that should be communicated to the public as part of public education effort
- Identify what type of input is being sought from the community

Develop Stategies
- Develop strategies based on an objectives-driven public outreach approach

Prioritize
- Prioritize strategies based on criteria such as effectiveness, reach, and cost
- Assign levels of effort and resources to each strategy

Create an Action Plan
- Develop an action plan to implement objectives-driven strategies

Implement and Iterate
- Implement the action plan, allowing for iteration and evolution of the plan based on feedback from stakeholders