



Legislation and Communications Committee

Climate Adaptation Master Plan for Water: Outreach and Engagement

Item 6b
July 8, 2024

CAMP4W Outreach and Engagement

Subject

Overview of outreach and engagement activities for the Climate Adaptation Master Plan for Water

Purpose

Provide an update on activities completed to date and future plans

Communication and Engagement

Public's Role in CAMP4W



Objectives

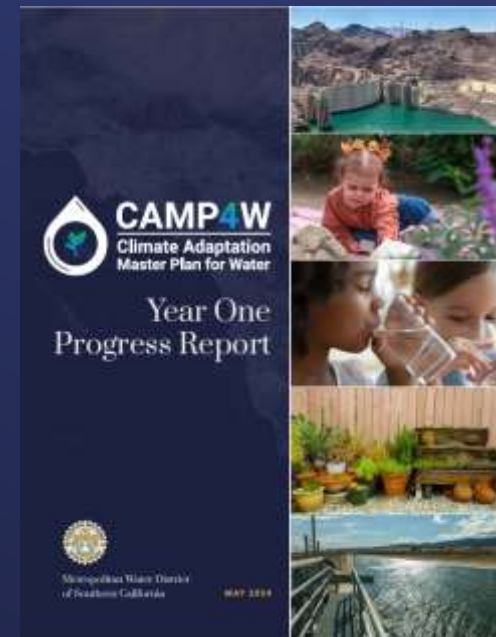
- Demonstrate transparency
- Allow public voice in planning process
- Hear and understand priorities and concerns
- Explore partnership and program ideas
- Build relationships and trust

Sharing Information

- Website: mwdh2o.com/camp4w
- Fact sheet, video, Year 1 Report
- Social media, MWD e-newsletter

Strategies and Tools

Reaching
Various
Audiences



Sharing Information

- Post card
- On-demand public survey
- In-person community events with Pure Water So Cal

Strategies and Tools

Audiences and Preferences



Presentations and Panel Discussions

Addressing Key Interests

- Water industry groups
- Business organizations
- Legislative updates



Environmental Listening Sessions

Engaging Diverse Interests

Focused Conversations

- June 2023: introduce CAMP4W, discuss themes and public engagement
- Key takeaways
 - Need to understand local water-related vulnerabilities
 - Consider new regional approaches for affordability
 - Important to reach renters and HOAs



Environmental Listening Sessions

Engaging Diverse Interests

Focused Conversations

- Dec. 2023: CAMP4W update, proposed evaluative criteria
- Key takeaways
 - Need for holistic, multi-benefit solutions
 - Consequences if fail to consider how elements are inter-related
 - Need involvement of environmental justice communities



Environmental Listening Sessions

- March 2024: CAMP4W update, Community Equity in Time-bound Targets
- Key takeaways
 - Local needs assessments important
 - Need to consider social-cultural implications of change
 - Need to integrate real value of open/green space in process

Engaging Diverse Interests

Focused Conversations



Community-based Organizations

Generating Interest

Introducing a Complex Process

- LA Waterkeeper MWD Advocacy Training
- LA Neighborhood Initiative Community Forum
- Council for Watershed Health ReDesign LA
- Young Adults Forum



Creating Trust

Long-term Dialogue

Future Plans

- Events with member agencies
 - Listening sessions with constituent groups
 - Engaging community-based organizations
- In-person workshop at Met
- Environmental Listening Sessions
- Information tables at community events
- Building relationships with CBOs, engaging their communities
- Tribal engagement

