



Subcommittee on Public Affairs Engagement

Climate Adaptation Master Plan for Water

Item 3c

July 25, 2023

CAMP4W Public Engagement Strategy

Objectives

Relationships – Expand and deepen relationships with communities in service area, especially underserved and vulnerable communities

Information Sharing – Provide information about the purpose and goals of CAMP and how it relates to resilient water supply for local communities and customers

CAMP4W Public Engagement Strategy

Objectives (cont'd)

Listen – Solicit input from community members to understand community priorities and needs and use it to inform CAMP and its implementation, with particular focus on underserved communities

Report Back – Inform community members about how input was used in CAMP and initial CAMP implementation actions

Public Engagement Phases

Round 1 Summer & Fall 2023

Share info about Met's mission and CAMP, solicit input on communities' water supply needs, concerns, and priorities to inform CAMP development

Round 2 Winter 2023

Provide update on CAMP, what was heard from the community in Round 1, and how input was used in CAMP development; identify initial projects and solicit feedback

Additional Rounds

Share CAMP implementation updates and seek input on projects and evolving community needs and priorities

Round 1

Four-Pronged Approach



Member Agency Outreach Toolkit for use with their customers and communities



Partnering with Community-Based Organizations to convene community meetings across the MWD service area



Virtual Listening Sessions to hear input and perspectives on specific CAMP topics



Using Ongoing Outreach Channels managed by the legislative services team and business outreach team

Member Agency Outreach

Toolkit

- Prepare toolkit that can be utilized by Member Agencies to support outreach and engagement
- Toolkits can include talking points, activities, social media content, and outreach materials that can be used by staff and translated into multiple languages
- Important to consider ease of use and ability to quickly deploy activities like pop-up events, booths at community events, and presentations at existing community meetings

CAMP 4W Engagement

Activities to Date

- Climate Change Survey Completed on May 7
- Environmental Listening Session on June 28
- CAMP4W webpage live on July 7
- Presentation to the City of Beverly Hills Public Works Committee on July 13

CAMP 4W Engagement

Activities to Date (cont'd)

- Metropolitan Member Agency Public Information Officers Presentation on July 13
- CBO conversations regarding CAMP4W (East Yard Communities for Environmental Communities, WELL)

CAMP 4W Engagement

Upcoming Activities

- Department of Water Resources Education Coordinators Meeting on July 31
- Member Agency Public Information Officers Listening Session on August 30
- Initiate Individual Member Agency Public Affairs meetings to solicit information on public engagement
- Synthesize early information from member agencies and various stakeholders
- Incorporate input into engagement plan



Climate Adaptation Master Plan for Water

Albert Napoli
anapoli@mwdh2o.com

