



Outreach for the Regional Recycled Water Program

Communications and Legislation Committee

Item #6a

November 8, 2021

Outreach Aligns with Program Progress



Advanced Purification Center

Core of outreach to date



Learning Center



Exhibits



Events



Group and Public Tours



School Tours



Virtual Tours

Additional Early and Ongoing Activities

Digital Tools

- Website
- Social Media
- Videos



Additional Early and Ongoing Activities

Presentations

- Conferences
- Directors/Member Agencies
- Technical Audiences
- Civic and Community Groups



Additional Early and Ongoing Activities

Print Materials

- Brochures
- Fact Sheets
- News/Press

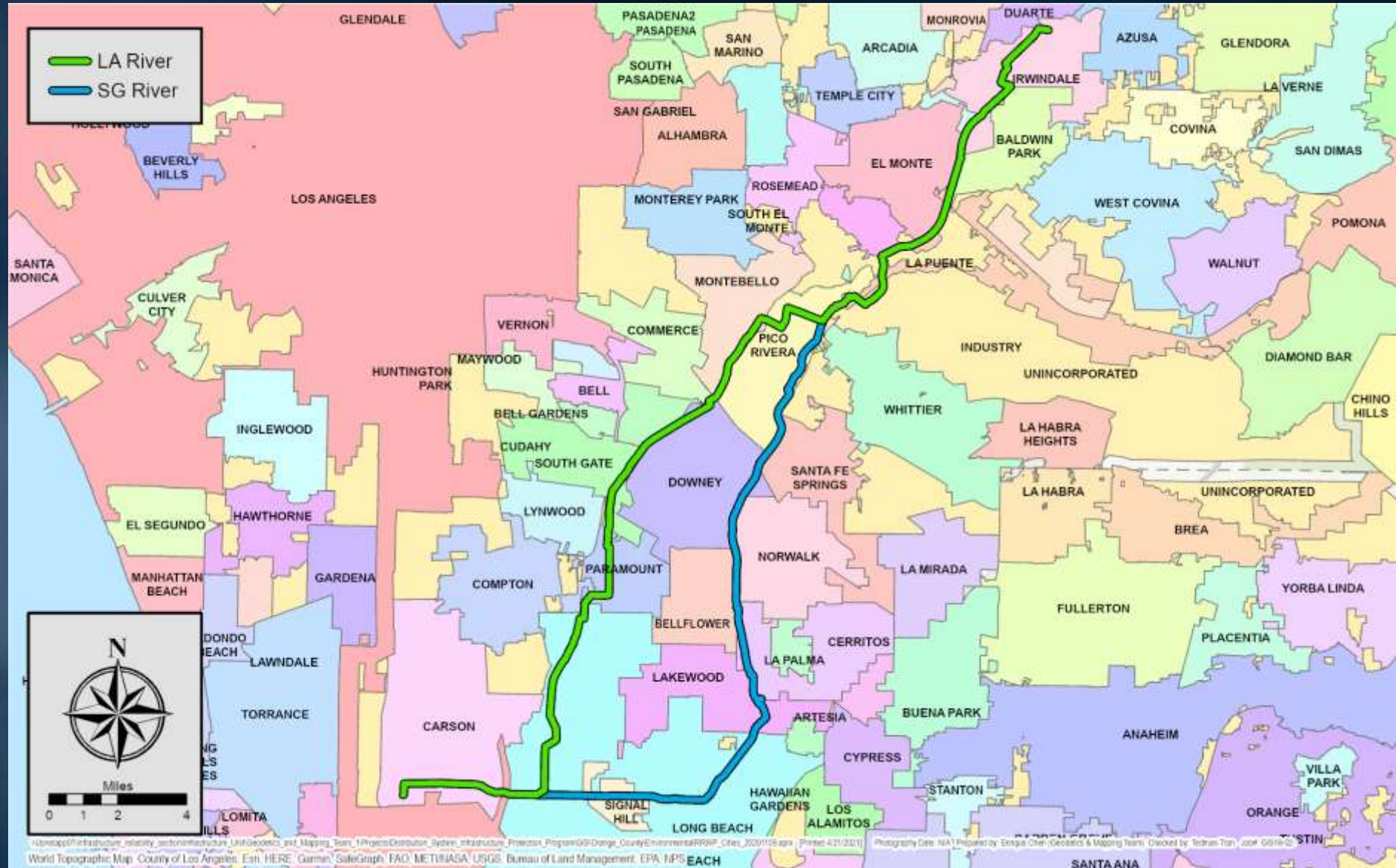


Environmental Planning Phase Outreach Goals

- Raise awareness of program and new water supply
- Reach out to communities affected by project



RRWP Conveyance System Potential Alignments



Outreach Charter

What words describe our team culture?



REGIONAL RECYCLED WATER PROGRAM OUTREACH TEAM CHARTER

JULY 2021

1. OUR OUTREACH MISSION STATEMENT

Our mission is to conduct extensive outreach to communities that may receive the new purified recycled water and/or be impacted by construction of the Regional Recycled Water Program, inform them of the program, respectfully seek their input, and build trust and positive relationships along the way. Our efforts will be broad and inclusive, encompassing diverse audiences and ensuring all communities have access to program information and involvement opportunities.

2. OUR VISION FOR SUCCESS

- A dedicated, collaborative, multi-disciplinary project team
- Provision of accurate, easy-to-understand information about the project
- An effective response team to address misinformation
- On-time delivery of project elements
- Confidence from member agencies
- Meet project objectives
- Broad stakeholder, community and project partner awareness

3. OUR TEAM VALUES

EQUITY EMPATHY
AUTHENTIC **TRANSPARENT**
RESPECT PATIENCE **INCLUSIVE**
PROACTIVE LISTENING

4. OUR COMMITMENT

We commit to the implementation of this charter and to continuous improvement as a team for the success of the Regional Recycled Water Project.

We commit to a collaborative environment that fosters effective communication with respect and transparency.

We commit to performing our duties with inclusivity and openness to garner trust and understanding, and to working nimbly to accommodate changing perceptions and project phases.

We commit to working internally with all internal stakeholders to overcome challenges, celebrate milestones and encourage each other.

We commit to fostering innovation and creativity, and to being forward-thinking and open to new ideas.

DIVERSITY, EQUITY, AND INCLUSION

Fostering a diverse, equitable, and inclusive community outreach program is both a goal and an integral part of carrying out our mission. We will engage with vulnerable communities to listen, communicate transparently, and involve residents and stakeholders impacted by the Regional Recycled Water Project.

Outreach to Spanish-Speaking Audiences



"Es esencial que la comunidad hispana participen en las fases de planificación del programa para dar forma al futuro de los suministros de agua del sur de California."

IRMA MUÑOZ, PRESIDENTE MUJERES D

Metropolitan Water District of Southern California was live.
April 29 at 4:58 PM · 🌐

ACOMPÁÑENOS PARA UN RECORRIDO VIRTUAL: Thursday, Apr. 29 at 5 pm. Aprenda sobre esta instalación de demostración de última generación y cómo podría proporcionar una nueva fuente local de agua para el Sur de California.

PASO 2: ÓSMOSIS INVERSA

429 Views

Like Comment Share

Regional Recycled Water Advanced Purification Center

INTRODUCCIÓN CÓMO FUNCIONA PROCESO BENEFICIOS ESTRATEGIA HITOS RECORRIDOS RECURSOS ALIANZA

English

Regional Recycled Water Advanced Purification Center

UNA NUEVA FUENTE DE AGUA PARA EL SUR DE CALIFORNIA

El agua es demasiado valiosa para usarla una sola vez. Así que el Metropolitan Water District of Southern California está haciendo una inversión importante en un proyecto potencial de reciclaje de agua que reutilizará el agua que, hasta el momento, se desecha al océano.

Regístrese para recibir actualizaciones por correo electrónico

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Tomé un recorrido virtual en vivo por el Centro Regional Avanzado de Purificación de Agua Reciclada

Regístrese en [MWDh2o.com/AguaReciclada](https://www.mwdh2o.com/AguaReciclada)

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Expanding Our Reach



Member
Agency
Outreach
Working
Group



Engage
Stakeholders



Meet People
Where They
Are



CEQA
Outreach and
Support



New Program
Name

Measuring Our Effectiveness

