

Integrated Resources Planning Committee  
Item #4a

Subject: IRP Public Outreach

Purpose: Provides an update of the outreach strategies for the 2015 IRP  
Update

IRP Committee/April 28, 2015

Integrated Resources Planning Committee

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Summary: This report provides an update of the outreach strategies being considered for the 2015 IRP Update.



# IRP Public Outreach

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# IRP Communications Plan

## ● Audiences

- MWD Directors, management, staff
- Member agencies
- Local officials, community leaders
- State and federal interests
- Non-governmental organizations
- Business, industry, education
- General public
- Media



## Objectives

- Position IRP as foundation for long-term solutions
- Ensure clear, consistent communications
- Encourage participation in forward-looking decisions
- Highlight broader benefits of regional, long-range plan

# Communication Tools

- Digital media

- Website: Committee materials, fact sheets, FAQs, contact information
- Social media: Twitter, Facebook
- E-news, listserv
- Online information gathering



- Targeted outreach

- Initial meeting with key stakeholders to explain process
- Updates on key milestones



# Public Involvement Options

## ● Strategies

- IRP Committee meetings
- Online surveys, webcasts
- Workshops in collaboration with member agencies, other organizations
- Broad public forum
- Online comment tools

## ● Timing

- 2015 – Technical update
- 2016 – Resource policy discussion

