

Metropolitan Area Water Supply Advisory Committee – Outreach Plan Draft for discussion 03/22/06

There will be 2 main aspects of the Outreach approach:

- Stakeholder Input Gathering
- Information Dissemination

Stakeholder Input Gathering

- Stakeholder Workshops
- Targeted Meetings

Stakeholder Workshops

Goal: Identify issues/concerns and provide information about the planning effort.

Advisory Committee Members will be asked to volunteer to host and participate in a workshop targeting stakeholder groups (i.e. municipalities, developers, etc) to identify issues/concerns related to water policies and practices in the region (see attached outreach tool summary). Attendees will be added to a Committee mailing list for regular updates on the work of the Committee. The stakeholder list and approach to the workshops will be further developed with Advisory Committee at the March meeting.

Targeted Meetings

Goal: Gather input and foster a climate of cooperation with agencies, utilities and others.

Council staff will periodically meet with various groups to discuss the progress of the effort, obtain input and request data or information necessary to the effort.

Information Dissemination

- Web site
- Email updates
- Press Releases/letters to the editor

Website: The Council's water supply planning website will be kept up to date to include the agendas, minutes and supporting documentation of the Advisory Committee meetings as well as provide an overview of the planning effort and Advisory Committee.

<http://www.metrocouncil.org/environment/WaterSupply/index.htm>

Email Updates: Council staff will maintain an email distribution list that will include agency, city, and county staff, as well as any other interested parties. This will be used to distribute the agenda and minutes of the Advisory Committee and periodically update the group to the progress of the efforts.

Press Releases: Council staff will periodically (quarterly) develop press releases and/or letters to the editor which can be used by Committee members for their local newsletters or other publications.

Draft for Discussion: March 22, 2006

Suggested Stakeholder Groups and Outreach Tools: Metro Water Supply Advisory Committee

Stakeholder Group	Meet with interest groups/trade associations	Workshops convened by Advisory Committee members	Web Site	Press Release/ Letter to the Editor	Email Updates
1. Local Officials		X	X	X	X
2. Environmental Groups		X	X	X	X
3. Industrial Customers	X	X	X	X	X
4. Agencies	X	X	X	X	X
5. Suburban Utilities Superintendent Association (SUSA) / Technical committees	X		X	X	X
6. Developers		X	X	X	X
7. Watersheds		X	X	X	X
8. General Public			X	X	X

Key Messages:

A comprehensive approach to water planning:

- **Maintain local control**
- **Seek regional benefits**
- **Ensure sustainable water supplies**
- **Work with partners**

- **Increase reliability**
- **Provide for security**
- **Listen to stakeholder concern**

Metro Water Supply Advisory Committee Outreach - 3/22/06

Issues/Stakeholders	Local Officials	Environmental Groups	Industrial Customers	Agencies	Suburban Utilities Superintendent Association (SUSA)	Developers	Watersheds	General Public
Adequate supplies								
Water quality								
Regional funding mechanism								
Safety and Security								
Use of natural resources								
Local control								