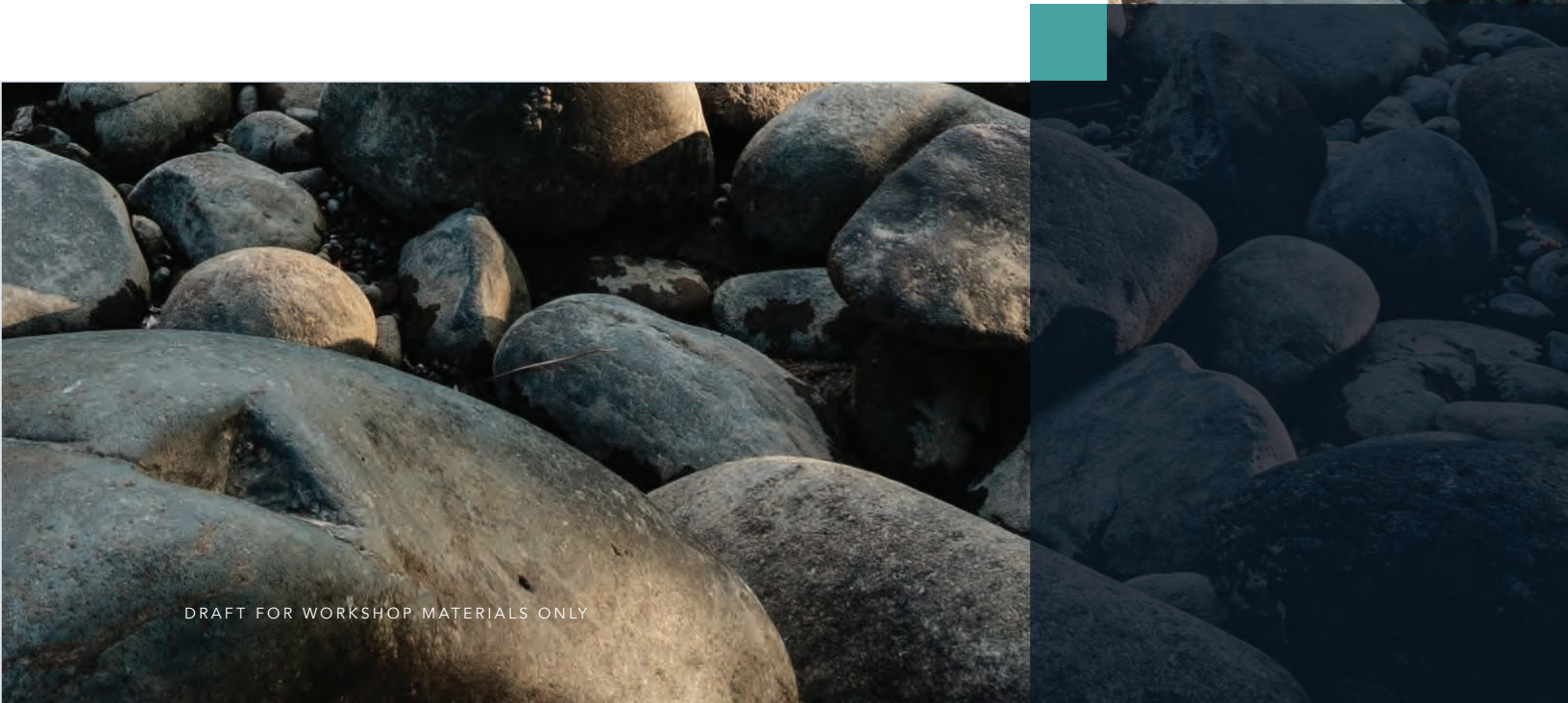
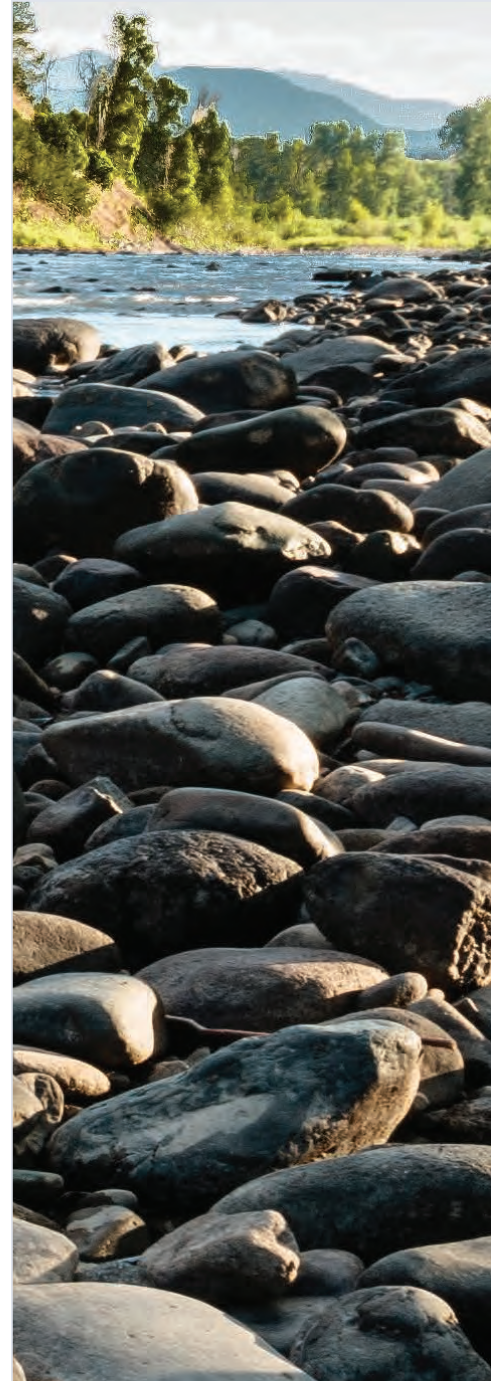


SECURING A SUSTAINABLE WATER FUTURE

San Juan Water Conservancy District
Outreach and Communications Plan



GOALS, APPROACHES & STRATEGIES



Goals

- Strengthen relationships with stakeholders
- Educate the community about the organization's goals, mission, strategic projects, and water conservation
- Demonstrate to stakeholders what it means to be at the forefront of water issues in our community
- Educating our community about water issues facing the District
- Work cooperatively with the regional organizations on water issues (develop a campaign)

Approach

- Communicate in a phased message approach
- Commit to a multi-year plan
- Use visual communications to foster a deeper understanding
- Create tiered levels for the different audiences and communication platforms

Strategies

- Meet the people where they are to provide access to information
- Simplify messaging and visuals to facilitate quick consumption of key messages
- Leverage regional stakeholders and other champions as communication conduits
- Provide fact-based messaging to establish communication tools and outlets as a trusted source of information

SWOT ANALYSIS



02

STRENGTHS

- Passion and knowledge of local water issues
- Solutions-based organization
- Relevant right now
- Resources in place
- Engaged local stakeholders

WEAKNESS

- May be a perception in the community that the San Juan Water Conservancy District is disengaged
- Existing communication tools and processes have not yet been established

OPPORTUNITIES

- Create a consistent campaign identity to increase awareness of the goals
- Kick off the efforts with the Water Study – use this work to bring people together and “re-start” relationships in a meaningful way
- Commit to a consistent and reliable communication program to share information
- Help strengthen long-term water rights under various state water laws and compacts

THREATS

- Several water groups are working on education efforts, which can confuse the message
- Board alignment
- Execution of the outreach plan

COMMUNICATION PRIORITIES



03

The priorities identified serve as the overarching goals of this communications plan. Strategies and actionable tactics creating a more effective plan follow each priority.

Priority 1

Narrow the outreach focus by clearly defining SJWCD key projects and priorities our community

Priority 2

Strengthen relationships, articulate the importance of the SJWCD engaging and working with stakeholders, and use the Water Study as a kickoff event

Start outreach events this summer to learn more about what constituents want to know

Priority 3

Develop support materials for outreach efforts

Priority 4

Identify specific opportunities for each audience: agriculture community, municipalities, environmental and recreation

KEY MESSAGES



Phase 1

The San Juan Water Conservancy District plays a key role in safeguarding the district's **water rights** and **ensuring a sustainable water supply** in the future.

The Board is committed to ensuring municipal, environmental, recreational, agricultural, and industrial water needs

- For community members, agriculture, and tourism
- Fighting to keep water in our district

San Juan Water Conservancy District is funded by a mill levy – the organization is an **asset manager for The Dry Gulch Reservoir**. Funds are allocated to specific projects that support protecting our water rights and water conservation.

The District employs data and science to approach to water issues.

The San Juan Water Conservancy District is focused on **educating the community on water issues**.

The District will be working with stakeholders to identify the top water issues and develop a campaign in sync with our stakeholders.

San Juan Water Conservancy District develops **key partnerships** with organizations advancing programs that support water resource planning:

Growing Water Smart Work Group

San Juan River Headwaters Forest Health Partnership

Upper San Juan Watershed Enhancement Project

THE CAMPAIGN



05

Securing a Sustainable Water Future

Protecting Our Water Future

Conserving Our Water Future

Navigating Our Water Future

Protecting Your Water Future

Safeguarding Our Water Future

SJWCD PUBLIC OUTREACH TACTICS

(Need to Determine Costs)



Phase 1

Stakeholder and Partnership Events (Kick Off)

- Event 1 | Water Study & Outreach
 - July 26th | Location TBD
- Event 2 | End of Year Progress
 - Time & Location TBD

Outreach Events – Coordinated with Town Events

- Topic 1 - What role the SJWCD plays in: Drought Preparedness, Conservation and Water Wise Programs
 - July 4th
- Topic 2 - Our Water Future
 - August County Fair
- Topic 3 - Water Study and Learn more about the SJWCD
 - August County Fair

Quarterly Newsletter, Direct Mailer or Placed Editorial Content

(coordinated with outreach events)

- Report out on project progress
- Partnership highlights
- PAWSD Water bill insert
 - Bill Hudson Look Into

Radio Advertising (Next Fall)

- Underwriting – key messages alternates
 - Josh’s class record in late August or September
- Example “Water tip of the week brought to you by SJWCD”

Later Phases

Website Update

- Outreach Page
- Partnership Page
- Project Page
- Board Bios
- Data and Science Center

Organizational Brand Refresh

- Update of the SJWCD logo and outreach campaign identity