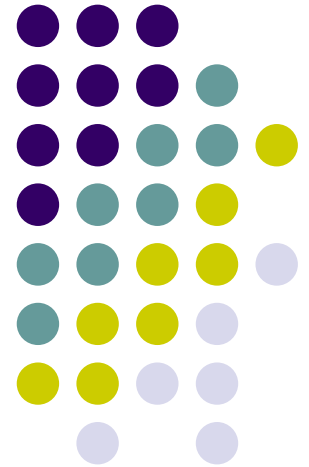


Malibu Creek TMDL Public Outreach





Challenges...

- Short timeframe; MUCH TO DO
- Educate public about TMDL
- Create understanding of complex, scientific information
- Generate interest and participation
- Engage other government agencies
- Gain media attention
- Stay ahead of evolving issues

Strategies...



- Key messages
- Policy principles
- Speaker's bureau
- Media outreach
- Greater community visibility
- Draw on existing programs & relationships
- Print materials; direct mail; web site
- Active role for board members

Policy Principles. . .

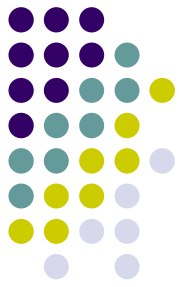


- *We seek collaborative problem solving to improve water quality in Malibu Creek*
- *We consider environmental stewardship as a priority of our planning and operations*
- *We take seriously our responsibility to be stewards of public funds*
- *We endorse science-based decisions*
- *We support an incremental approach to watershed nutrient standards*

Speaker's Bureau...



- Presentations tailored to audience
- Describe issues, examine alternatives, explain their role in outcome
- Be prepared for Q & A
- Leave-behind package to reinforce message



Media...

- Proactive, straightforward, provide all viewpoints
- One-on-one tours, presentations and discussion
- Provide details; show them the research
- Translate technical jargon to lay terms
- Involve CEO, top managers, technical experts
- Ready access and prompt followup

Media Outreach – Opinion. . .

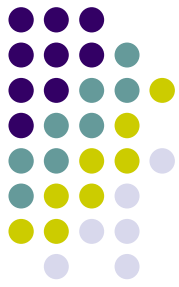


- Meet with editors/publishers
- Prepare op-ed pieces
- Encourage public letters to editor
- Respond when news stories appear;
- “Clarify” inaccuracies

Elevate Visibility...



- Water Leadership Forums (Nov. & June)
- Public Quarterly Facility Tours; MWD Tours
- “Image” management—achievements and awards; placed ads
- Presence at community events
board members and senior staff



Draw on relationships...

- Engage political contacts—federal, state, local
- Gov's reps, state board, professional orgs, other POTWs
- Work with community and environmental partners—school board, city councils
- Keep employees informed and updated
- Build database of contacts for follow-up



Print material. . .

- Articles in billing statement newsletter
- Dedicated TMDL Newsletter
- District web site; dedicated issue web site
- E-mail notification of events
- Position papers
- Chamber, service club and HOA newsletters



Board Activities...

- Government-to-government relations
- Elected official presence for presentations and events
- Workshops with staff and consultants to develop and solutions
- Media outreach – print and cable TV
- Provide “leads” to constituents

And...



- Encourage public input to RWQCB
- Request letters from community leaders
- Develop “factoids” and “elevator statements”
- Continually update and refine messages
- Build an internal, multi-disciplinary TMDL team--emphasis on developing strategies and sharing information

Results...



- Process has slowed from *fast track* for adoption last January
- Peer review underway
- Leadership and public comments have impact
- Other agencies weighing in
- 120 citizens sat through a 2.5 hour forum on algae