**SWP Call to Action: Draft Communications Plan**

**9/9/14**

***A Call for Action and Recommitment to Assessing and Protecting Sources of Drinking Water:*** *We face a host of water quality and quantity challenges that are both pressing and ongoing. Persistent threats and disastrous chemical spills highlight the vital importance of safe drinking water to public health. Much has been learned over the past decade, and in this call to action we identify a variety of new tools and resources available to protect sources of drinking water across the nation. The time is ripe for a recommitment to protect this vital resource. The Source Water Collaborative wishes to inspire actions by all parties, at the Federal, state, and local levels, by providing a sober assessment of the current situation and an indication of what’s needed to move to full protection of all sources of drinking water. We also seek to lay out strategies for communicating the principal elements of this “Agenda 2014” and presenting our “asks” to various audiences – in terms of things they can do in both the short and long term, either themselves or in partnership*

*The following outreach and communication strategies will help in this endeavor.*

**Target Audiences:**

* **States and Utilities:** State drinking water programs (and their management, at the commissioner level) as well as water utilities (and their governing bodies) are a primary audience, given their “front line” role in many of the day-to-day activities associated with source water protection. Tie larger messages to specific examples at the utility and state program levels. Targeted segments of audience could include:
  + Those participating in current source water collaboratives
  + Those with/without source water protection plans
  + Those with/without updated source water assessments
* **All Collaborative members** and their respective memberships are part of the target audience and there are action items and opportunities for each.
  + [need to articulate, segment by level – federal, state, local?]

**Three Key Actions**

1. **Update/improve source water assessments and plans: Identify gaps, use available information, and tools**. Use assessments and other available data to develop prioritized source water protection plans, using available data and working with key partners.
2. Promote use of DWMAPS to update assessments. **Connect with key partners to implement priority source water protection actions**.
   1. **Promote current Source Water Collaborative (SWC) partnership tools**
   2. **Collect and share feedback on successful use of SWC tools**
3. **Activate swift emergency notification, mitigation, and resiliency measures**. Coupled with prevention and protection, emergency notification, mitigation, and resiliency are essential parts of source water protection.

**Fall 2014 Outreach: Short-Term Goals/Opportunities**

**Goals:**

* States/utilities: Provide information/motivate action by state source water programs and utilities, at the staff and upper management levels
* Other SWC members: share key actions/resources with their networks, request feedback and report back to SWC on member/network feedback and actions

**Opportunities:**

* Full SWC member meeting (September 16, 2014)
* GWPC/NRWA meeting (October 6-8, 2014; Seattle)
* ASDWA Annual Meeting (October 20-23, 2014; Albuquerque)
* SDWA Anniversary [check planned EPA, SWC member activities; press events in Nov/Dec)
* AWWA Water Quality Technology Conference (Nov. 16-20, 2014, New Orleans)
* Future: reach out to new EPA leadership at Deputy Administrator and Assistant Administrator for Water levels to engage and help deliver message in public speaking opportunities

**Products:**

|  |  |  |
| --- | --- | --- |
| **Product** | **Pursue?** | **Lead** |
| One pager highlighting Three Key Actions & resources/DWMAPS/SWC Toolkits/CWA-SDWA Toolkit |  |  |
| Graphic |  |  |
| Talking points for EPA senior managers |  |  |
| Talking points for SWC members |  |  |
| Power point presentation |  |  |
| Video for YouTube posting |  |  |
| Other? |  |  |

**2015 Outreach: Longer-Term Goals/Opportunities**

**Goals:**

* Promote DWMAPS
* Elevate visibility of SWP issues/opportunities, promoting Three Key Actions

**Opportunities:** [need to identify 1st quarter priorities]

* OSWER (EO Report on Chemical Safety): 90 sec video on emergency planning (add what utilities can do)
* EPA Administrator event? Convene a conversation about helping communities protect their drinking water sources.
* Outreach to key local leaders:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Organization** | **Opportunity** | **Pursue?**  **Y/N** | **1st Q priority** | **Lead** |
| **National Association of Counties** (SWC partner) | 2015 Western Interstate Regional Conference, Kauai, HI, May 20-22,  Next Generation Leadership Summit, location TBD, April 23, 2015, <http://www.naco.org/about/leadership/Pages/NextGen.aspx>, Karon Harden, kharden@naco.org or 202.942.4277 |  |  |  |
| **National League of Cities** (SWC distribution list) | Congressional City Conference, March 2015; <http://www.nlc.org/build-skills-and-networks/education-and-training/event-calendar/congressional-city-conference> |  |  |  |
| **Internat’l City and County Managers Association** | Annual Conference, Fall 2015, registered for APA credits, claims to be largest annual event in the world for local government managers and staff, <http://icma.org/en/icma/events/conference/welcome> |  |  |  |
| **National Association of Towns & Townships** | <http://www.natat.org/>, Legislative Fly-In, May 2015?, contact: JImo@tfgnet.com |  |  |  |
| **National Association of Regional Councils** | National Conference of Regions, Washington, DC, February 2015?, Annual Conference, June 2015?, <http://narc.org/events/conferences/>)  Web info: Regional councils play a large and diverse role in water resource planning. Regional councils work on corridor management and protection, watershed planning, studies, source protection, nutrient loading, public education and outreach, drought and conservation, special districts, water regulations, flooding, groundwater monitoring and availability, coastal protection, wetlands, as well storm water management of ponds, wetlands, infiltration, filtering systems, and grassed channels.  http://narc.org/issueareas/environment/areas-of-interest/water-quality/ |  |  |  |
| **Conference of Mayors** | 83rd Annual Winter Meeting, Jan. 21-23, 2015; Washington, DC; Contact: Carol Edwards (202-293-7330) |  |  |  |
| **ECOS** |  |  |  |  |
| **ASTHO**  (SWC member) |  |  |  |  |
| **Others?** |  |  |  |  |

**Products:**

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| --- | --- | --- | --- |
| **Product** | **Pursue?** | **Specific Items to Develop** | **Lead** |
| Ancillary papers – one for each of Three Actions |  |  |  |
| Gina McCarthy video on EPA & SWC web pages |  |  |  |
| Targeted one pager for each selected local audience, re what they can do |  |  |  |
| **Others?** |  |  |  |
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