



External Affairs Group

Core Business: Legislative, Communications and Community Relations

Develop federal and state legislative strategies consistent with board-adopted policies and ensure consistent, clear communications (internally and externally) about Metropolitan's operations, policies and programs through multi-media communication efforts.

Performance Measure(s)

- Implement legislative strategy
- Education and issue awareness and customer satisfaction
- Member agency service satisfaction index
- Public and media awareness about Metropolitan, its mission, priorities and programs

Objective#1:
<i>Continue to develop and implement local, state, and federal water policy and legislative strategies consistent with board-adopted policies.</i>
Action(s):
1. Analyze legislative proposals and provide recommendations to Executive Management and Board of Directors.
2. Inform legislators and stakeholders about effects of legislative proposals on Metropolitan.
3. Conduct briefings, provide presentations and facility visits for legislators, other government leaders, environmental and business organizations and other stakeholders.
4. Secure support of legislators and stakeholders for Metropolitan's positions on issues of high importance.
5. Strengthen communication between Metropolitan Directors and elected officials.

Objective#2:
<i>Support Board member communications and working relationships with elected officials, other government leaders, and business and community leaders.</i>
Action(s):
1. Conduct briefings, provide presentations and facility visits for legislators, other government leaders, environmental and business organizations, and other stakeholders.
2. Provide primary support to the Communications and Education Committee and the Legislation Committee.
3. Draft editorials and opinion pieces for Directors and Executive Management for submission to newspapers and other publications.



Objective#3:

Coordinate and communicate day-to-day efforts to maintain and improve: operations and maintenance; source water quality protection and water treatment; infrastructure replacement, refurbishment and development; emergency management; and media communications and community outreach.

Action(s):

1. Develop communication plans and materials and provide outreach support for Metropolitan operations, including shutdowns, routine and urgent maintenance and repair, water supply, water quality and delivery, and minimize impacts to member agencies.
2. Develop and implement community and notification plans regarding new and expanding facility operations.

Objective#4:

Communicate and work with member agencies to assist in coordination and delivery of water policy issues and actions to ensure key priorities identified by Metropolitan and its member agencies are addressed.

Action(s):

1. Develop and coordinate legislative strategy to promote Metropolitan's federal and state policy initiatives.
2. Develop and coordinate education, community and media outreach efforts with member agencies related to board-adopted policies and programs.

Objective#5:

Continue to develop and manage public information programs to convey Metropolitan's role in water supply, resource planning, water quality protection, conservation, and other water policy issues.

Action(s):

1. Develop materials and communication plans regarding water supply, resource planning and other key programs and projects for stakeholder groups, the community-at-large and the news media.
2. Maintain and expand participation with water agency, business, environmental, agricultural and other interests on water programs and initiatives in support of Metropolitan's policies.



Objective#6:

Continue to develop and manage public education and outreach programs focusing on extraordinary conservation efforts.

Action(s):

1. Develop FY 2011/12 communication and outreach strategy and implement approved programs.
2. Develop and implement FY 2011/12 K-12 and college/university education programs.

Objective#7:

Strengthen Metropolitan's community outreach efforts.

Action(s):

1. Manage community outreach programs including those related to California Friendly landscape training efforts and the Community Partnering Program.
2. Manage additional education programs, including outreach to all member agencies, education community and others.
3. Develop and maintain relationships with the news media.
4. Provide technical and related information to the news media.