

# BACWA Education and Outreach Planning Support

October 2023



## PROJECT GOALS

- BACWA hired Civic Edge to help develop outreach strategies that will:
  - **Proactively build public awareness** about clean water management in the Bay Area and how local agencies protect the environment
  - **Be prepared for incidences** via strategic regional messaging
  - **Create a unified voice** for BACWA to share regional messaging to media and for member agencies to use
  - **Engage community members throughout the Bay Area** by identifying - and amplifying - calls to action

## “MINI” COMMUNICATIONS AUDIT + IDEAS CHARRETTE

- Reviewed BACWA’s current materials, including website, factsheets, etc.
- Interviewed 10+ communications staffers from member agencies - thank you, BAPPG Members!
- Hosted an “ideas charrette” with members of the BACWA Executive Board

**Key Takeaway:** Communications staff at clean water agencies would welcome content and messaging in support of their work!

- BACWA should leave specific incident response to individual agencies, but regional high-level messaging is needed
- BACWA should be the voice on regional issues with the media and lead public education around awareness of general wastewater treatment issues

## “MINI” COMMUNICATIONS AUDIT + IDEAS CHARRETTE

### Opportunities for BACWA

- Create and push out consistent messaging for regional issues
- Serve as a hub for reporter inquiries - provide the regional voice on issues and direct them to agencies where it makes sense to highlight specific work
- Play the role of convener around public communications and/or create space for information sharing
- Make key pollution prevention communications easy to disseminate for amplification

## DRAFT MESSAGING DOCUMENT

Key messaging focused on:

- About BACWA
- **Clean water infrastructure 101**
- Algal blooms / nutrients
- Climate change / sea level rise resilience
- **PFAS**

How can we coordinate with BAPPG on message development so that we can support the work you're already doing?

## DRAFT COMMUNICATIONS PLAN

Communications Plan includes:

- Audiences
- BACWA.org refresh
- Collateral creation
- Supporting agency PIOs
- Earned media
- Metrics / evaluation methods

How can we ensure these strategies support BAPPG's community outreach and pollution prevention messages?

## QUESTIONS?



*Thank you!*



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