General Agenda

Workshop Three: Communicating the Value of Water
June 2 / June 4, 2020

12:30 PM  Tech Check / Optional Icebreaker Activities

1:00 PM  Welcome & Framing
Introduction from Emily Finnegan, Local Government Commission
Welcome from Local Elected Host

1:30 PM  Discussion: Local Communication Barriers - What We Know
Attendees will explore and discuss common communication barriers, and receive a summary of LGC pre-workshop survey findings.

1:50 PM  We’re Better Together
Presentation by Melissa Elliott, Raftelis – Using a strategic approach to developing lasting inter-agency and inter-departmental partnerships within your community.

2:10 PM  Building Community Partnerships: A Local Perspective
June 2: Presentation by Amanda Fine, Eastern Municipal Water District
June 4: Presentation by Janet Anderson, Quail Valley Environmental Coalition & Letisia Vazquez, Quail Valley resident

2:40 PM  Break

2:50 PM  Breakout Groups: Action Plan to Build and Grow Your Community Relationships
Using a facilitated series of questions, participants will think through the first steps of how they can develop meaningful, mutually beneficial relationships with their constituents.

3:10 PM  The Value of Inclusive Communications
Presentation by Susana Villegas, SVPR Communication – Taking stock of your current communication program with an eye toward cultural and linguistic inclusiveness.

3:25 PM  Breakout Groups: Action Plan to Enhance Inclusivity
Using a facilitated series of questions, participants identify areas where they can help bridge potential gaps in information sharing, transparency, and cultural awareness in how their agencies/organizations serve their communities.

3:55 PM  Break

4:05 PM  Communicating in the Spotlight
Presentation by Melissa Elliott, Raftelis – Attendees will learn how to anticipate and communicate effectively when an issue arises that puts public confidence at risk.

4:35 PM  Discussion: Summing It All Up
Attendees will receive a summary of takeaways, and talk through how to implement identified changes when they return to the office.

4:50 PM  Next Steps

5:15 PM  Wine & The Watershed: A Virtual “Adjustment” Hour
Grab a drink and join us for post-training networking opportunities and activities.

For more details, visit the Santa Ana Watershed Ambassador Program website at lgc.org/sawpa