



**BEXAR REGIONAL
WATERSHED MANAGEMENT**

Partners combining resources to improve flood control and water quality.

Watershed Protection Plan

Communication & Public Information Plan

September 2005

BRWM Watershed Protection Plan Communication & Public Information Plan
Table of Contents

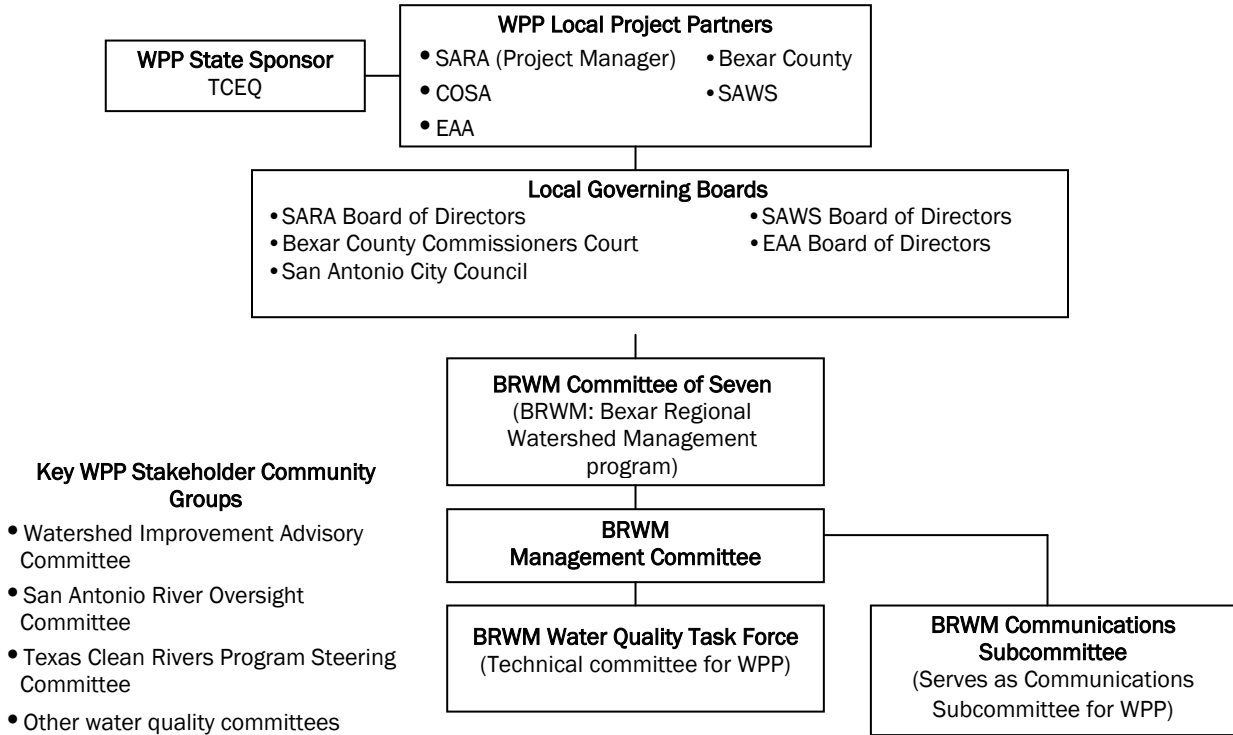
1. Introduction	1
2. Goals	2
3. Partners	4
4. Partner Communications	4
A. The Challenge	4
B. Inter-organizational relations.....	4
C. General communications protocol	5
D. Autonomy.....	5
5. Tactics and Tools.....	5
A. Media Relations	5
i. Proactive Media Outreach/Response.....	6
ii. Internal Protocol for Inquiries about the WPP	6
iii. Media Database	7
iv. Opinion/Editorial Articles	7
v. Editorial Board Meetings	8
vi. Public Affairs Shows	8
vii. Special TV/Radio Programming.....	8
B. Issues Management	8
i. Responding to Misinformation.....	8
ii. Potential Advertising	9
iii. Research & monitoring.....	9
iv. Database.....	9
C. Designated Spokespersons	10
i. Determining Spokespersons	10
D. Public Involvement/Outreach	10

i. Committee Meetings	11
ii. Intergovernmental Communications.....	11
a. Schedule of Communications	11
b. Tracking Mechanism.....	12
iii. Public Meetings.....	12
E. Written Materials.....	12
i. Press Kit	12
ii. News Releases	13
iii. Newsletters	13
F. Presentation Materials	13
i. Power Point Presentations.....	13
G. Internet.....	14
i. Web Site	14
H. Advertising.....	14
I. Graphics System	14
J. Dedicated Contact Information	15
6. Reporting Procedures/Recordkeeping.....	15
A. Point Person	15
B. Communications Subcommittee Status Review	15
C. Management Team/Program Principals' Update	15
D. Major Tools Approval Process.....	15
E. Meeting Deadlines/Performance Standards	16
F. Archiving/Preserving Historical Records.....	17
i. Archives	17
a. Filing system	17
G. Deliverables Timeline.....	17
7. Glossary.....	18

September 8, 2005

Prepared by the San Antonio River Authority

WPP Partner Organizational Chart



September 8, 2005

Prepared by the San Antonio River Authority

Introduction

As the lead water resource planning agency for the San Antonio River Basin, the San Antonio River Authority (SARA) is working in conjunction with the City of San Antonio, Bexar County and other partners to develop a basin wide Watershed Protection Plan (WPP). The first phase of the WPP will focus on the upper third of segment 1911 of the San Antonio River (Planning Area), upstream of South Loop 410 in San Antonio, Texas, with a concentration in the reach identified on the 303(d) list. The Planning Area is an urbanized sub-watershed of the San Antonio River, wholly within the city of San Antonio. The Draft 2000 303(d) List identifies the upper 8 miles of the Upper San Antonio River (segment 1911) as exceeding the contact recreation criterion for coliform bacteria.

The origin of the non-point sources, and their relative contributions, are currently being investigated under Total Maximum Daily Load (TMDL) activities being conducted by James Miertschin and Associates, under contract to the Texas Commission on Environmental Quality (TCEQ). The TMDL is a requirement of the federal Clean Water Act to identify sources of bacteria, determine the capacity of the Upper San Antonio River to assimilate bacterial loadings, and allocating the allowable bacterial loading to contributing sources in the watershed. The on going TMDL will identify the sources and causes of water quality impairments and utilize a project model to establish respective loads. TMDL activities will also develop an Implementation Plan (IP). This Watershed Protection Plan will provide substantial input to the nonpoint source component, also known as the “load allocation” component, of the TMDL IP for the study reach of the Upper San Antonio River. TCEQ TMDL staff will serve as part of the management team for this project to assure that this project is effectively integrated into the development of the overall TMDL IP. The WPP consultant hired by SARA will act as the technical liaison between the TCEQ, TMDL team, SARA and stakeholders. Quarterly meetings will be established by the consultant between the TCEQ, TMDL team and SARA.

Currently within the Planning Area, SARA is administering the San Antonio River Improvements Project (SARIP). The project is a 10 year, \$178.5 million investment by the City of San Antonio (COSA), Bexar County, the United States Army Corps of Engineers, private donations and SARA, in flood control, amenities, ecosystem restoration and recreational improvements to a portion of the Upper San Antonio River. Improvements will focus on aquatic ecosystem restoration. The SARIP focus is to maintain flood control protection, reduce potential erosion, address non-point source pollution concerns, improve water quality, and create an environment more suitable for recreation and aquatic species. Funding sources for all of the amenities and pollution management features to the SARIP have yet to be identified and implementation is dependent on funding. In the future, SARA and partners are intending to leverage available resources with 319 Grant funds in order to implement BMPs to the SARIP.

In an effort to enhance the SARIP and improve and protect water quality through out the Planning Reach, a WPP would serve as a guide to address non-point source pollution. The overall water quality goal of the implemented WPP is to reduce bacteria levels so that the uppermost reach of the Upper San Antonio River is compliant with State Water Quality Stream Standards. Phase 1 of the WPP will compliment the TMDL by establishing the framework

needed for implementation through public outreach, awareness, and input efforts, as well as collaboration with partners and stakeholders. SARA, Bexar County and COSA are working together under an inter-local agreement to create an integrated management system to most effectively address storm water, flood control, and water quality issues in the watersheds in Bexar County and between multiple local government jurisdictions. Coordinated management of flood control and storm water issues in Bexar County promotes a better understanding of the pollutant contributions from the watershed to the San Antonio River during rain events. This multi-government effort is known as the Bexar Regional Watershed Management program (BRWM). Development of a WPP and implementation of BMP's will also include coordination and input from the BRWM.

During the development of the WPP, SARA will import existing Planning Area data and information into the SARA enterprise GIS system to serve as an aid to identify and design the types of Best Management Practices (BMP's) best suited to reduce non-point source pollution. This will determine locations where installation and / or implementation would be most effective, and economical, and to help integrate data concerning the SARIP and other projects into this BMP evaluation and planning task. Installation and implementation will be coordinated and phased with Planning area projects, structures, features and amenities. In advance of and concurrent with the implementation of the BMP's (the planned Phase II of the WPP), a water quality monitoring program, coordinated with existing Clean Rivers Program monitoring, will be established to assess and evaluate the effectiveness of the planned BMP's.

The finalized WPP will provide substantial input to the nonpoint source component of the TMDL Implementation Plan.

Goals

To develop an information and communication program that will foster partnerships, identify stakeholders, inform the public, and facilitate coordination towards the development of the WPP. The program will be used to enhance partner, stakeholder and public understanding of the WPP and encourage their participation in developing; selecting, designing and implementing appropriate BMP's. The program will also help the public achieve a better understanding of land use activities and their impact on water quality.

Task 2.1: Prepare a communication plan. SARA Community Relations staff in conjunction with BRWM will prepare an effective communication plan to inform and educate the public about non-point source pollution, and solicit their input. The communication plan will be implemented through a series of at least 3 workshops and 3 public input meetings for partner organizations, stakeholders, and the public.

Task 2.2: Identify potential partners, stakeholders, interest groups and interested citizens and utilize the communication plan, building on and participating in the existing TMDL stakeholder process, to solicit their input towards WPP objectives and goals; resource issues; BMP's and implementation.

- Task 2.3:** Prepare and administer a series of questionnaires that will evaluate the effectiveness of information shared with partners, stakeholders and the public. The questionnaire will be used as a tool to demonstrate changes in knowledge, attitude and behavior of the partners, stakeholders and the public addressed by the project outreach.
- Task 2.4:** Coordinate with BRWM and apprise the various BRWM management committees of the WPP development and solicit their input.
- Participate in the Committee of Seven (BRWM elected officials) public meetings (4 per year), providing information and soliciting input on WPP development.
 - Participate in the BRWM Watershed Improvement and Advisory Committee (WIAC) public meetings (6 per year), providing information and soliciting input on WPP development.
 - Participate in BRWM Management Committee meetings (SARA, Bexar County and City of San Antonio top executives), providing information and soliciting input on WPP development.
- Task 2.5:** Organize and conduct monthly meetings with the BRWM **Water Quality Focus Group** (which includes staffs from City of San Antonio Public Works, San Antonio Water Systems Watershed Management Department, Bexar County Environmental Services Department, San Antonio River Authority Environmental Services and **Floodplain** Management Departments, the Edwards Aquifer Authority, and the United States Geological Survey) to work towards developing a Watershed Protection Plan. These meetings will serve to prepare the information that can be presented at public forums for citizens' review and input.
- Task 2.6:** Coordinate with the ongoing outreach programs (i.e., SARIP San Antonio River Oversight Committee, Clean Rivers Program Steering Committee, TMDL Stakeholders) to inform and educate the public and solicit their input on the WPP and BMP development. Stakeholders from these groups will be compiled into a database and invited to attend WPP public meetings.
- Task 2.7:** Include WPP development information in the quarterly SARA newsletter "River Reach" and the annual SARA Clean Rivers Program Basin Highlights Report.
- Task 2.8:** Update the SARA and BRWM web pages to include WPP information.

Task 2.9: Prepare a section for the Summary Phase I Report detailing stakeholder roles, objectives, goals, issues, questionnaire results, and input.

Measure of Success: Success will be measured by public participation as indicated by the attendance rosters at meetings, workshops and public awareness activities.

Partners

Partners in the Watershed Protection Plan include those in the BRWM program (COSA, Bexar County, SARA and suburban cities), the San Antonio Water System (SAWS) and the Edwards Aquifer Authority (EAA). Representatives on the WPP Communications Subcommittee (CS) are:

- Suzanne Scott, SARA, 210-302-3613
- Mike Bratten, SARA, 210-302-4247
- Lori Houston, COSA, 210-207-2129
- Monica Ramos, COSA, 210-207-8026
- Yvonne Escamilla, Bexar County, 210-335-2441
- Kerim Jacaman, Bexar County, 210-335-0263
- Margaret Garcia, EAA, 210-222-2204
- SAWS (pending)

Partner Communications

The Challenge

There will be challenges in coordinating messages among the partners as the WPP progresses. While the partners will work together to develop message points regarding the program, there are also individual projects and ongoing operations that may affect the WPP. For example, crisis issues that arise with potential to impact the image of any one of the partners could affect the credibility of the program. In addition, there may be times when the partners disagree – and need to “agree to disagree.”

Inter-organizational Relations

It may be necessary for the CS to facilitate a communications strategy session involving the program partners to develop a mutually acceptable understanding of the communications needs and protocol WPP will require. The strategy session should cover a variety of topics including the “governance of the partnership,” how partners communicate about controversial issues, review of protocols, etc. This coordination can occur through CS meetings and the WPP Water Quality Task Force.

General Communications Protocol

It will be critical that communications between the partners extend to areas that, while not directly relating to the WPP, could have an impact. In a good-faith effort to keep partners apprised, the CS should:

- Begin copying each other on all press releases and public notices and keep each other informed of public engagements, videos, and any media communications that may relate to the WPP.
- Where any partner sees the possibility of initiating a challenging situation for the other partners, communication should occur in advance of any public dissemination of information to allow as much time as possible for crafting a coordinated response, if necessary.

The CS — Suzanne Scott, Mike Bratten, Monica Ramos, Lori Houston, Jacquelyn Thomas, Yvonne Escamilla, Kerim Jacaman and Margaret Garcia — should be responsible for coordinating communication and management of these issues within their own organizations.

A single point person for media should be established and agreed upon. The CS should develop protocol to ensure that no media response/action is taken unless first filtered through this point of contact. As the administrative CS lead, Suzanne Scott is the recommended point person.

Autonomy

All the partners must recognize that there will be many times when, although it is necessary to communicate with each other about various issues, each agency must be true to its own mission and the desires of its board of directors. Respecting each partner's obligations in this regard is key to continued good faith working relationships on the WPP. This will provide the comfort level necessary to encourage each partner to be up front and forthright when their strategic position may be in conflict with the partners. The goal in these situations must be to craft messages that clearly delineate each partner's position, but minimize any conflict or negative affect on the WPP.

Tactics & Tools

Media Relations

Developing and maintaining strong relationships with key media will be critical to meeting the goal of effectively informing and involving the public in the WPP region. Every effort should be made to keep regional media apprised of the plan's status and progress.

Proactive Media Outreach/Response – Proactive possibilities should be identified by the CS, a responsible work group established, and a timetable developed to ensure that opportunities are maximized. Press releases to announce the WPP, its goals and its timelines are an example of proactive media outreach and should be discussed by the CS.

It is important that program partners speak with “one voice” to media when responding to inquiries on this topic.

In addition, media outreach should be evaluated based on tasks with media coverage potential and tasks designed to inform the media without expectation of immediate coverage. (The latter might include, for example, development of maps, illustrations, and fact sheets, etc., that are unlikely to be published but would help inform reporters.)

Internal Protocol for Handling Inquiries about the WPP

Media Inquiries

In order to ensure that all agencies are speaking in tandem on this program, all media inquiries regarding WPP should be directed to Suzanne Scott, Communications Point Person, to determine which agency/spokesperson should address questions.

CS representatives should use their best judgment in deciding when a media request is not “routine” and/or requires reference to Suzanne Scott.

Procedures to ensure all partners are speaking together on the program when responding to media inquiries should include:

- Immediate notification of media solicitation to the CS point person, Suzanne Scott, who, in turn, will notify other partners of the solicitation.
- Providing basic response and feedback on response to the other partners.
- Analysis of potential impact/additional media interest.
- Identification of any misinformation revealed during conversation with media.
- Sharing clips of the resulting coverage.

Other Inquiries

A protocol should be established among the three partners for handling inquiries from the general public, elected officials, or state/federal agencies. Except when the inquiry has the potential for an immediate or significant impact on the program, notification to other partners should occur at the monthly subcommittee meetings to save time as the expectation is that these would most often be routine inquiries responded to with previously approved materials.

For inquiries with potential for significant impact, protocol should include:

- Immediate notification to the CS Point Person, who in turn will communicate to fellow CS members;
- Provision of basic response to the other partners;
- Analysis of potential impact/possible media interest;
- Identification of any misinformation resulting from inquiry;
- Recommendation for partner strategy to address issue.

Media Database

The CS should maintain and routinely update a media database, which includes the names of reporters and editors at key media outlets that reach the residents directly affected by the WPP. These include daily and weekly newspapers, news radio and television stations, including Spanish-language outlets, in Bexar County.

The San Antonio River Authority presently maintains such a database.

Cable system, network affiliate TV and public affairs shows, local club and organization newsletter editors, and other such avenues for reaching the public within this region should also be considered.

Opinion/Editorial Articles

When appropriate, the CS should develop and mail opinion pieces for newspaper consideration regarding any aspects of the plan at key junctures in its development, and/or which are receiving special scrutiny; or where the general public seems to have questions or is misinformed.

These opinion pieces would be drafted by the CS. Whenever possible, the pieces should be bylined by one of the BRWM Management Committee members of the pre-determined lead agency on the communications effort. This means schedules will need to be developed for a review process and feedback from that program principal. Another option that should be considered when appropriate is to seek and secure opinion pieces from third-party/outside interests to broaden appeal of the message.

CS should be prepared to translate opinion pieces for Spanish-language media outlets as needed.

Editorial Board Meetings

During critical phases of the program implementation, the CS should plan to schedule time for BRWM Management Committee members, and others as deemed appropriate, to meet with editorial boards and with key editors and reporters within the WPP area to inform and involve them in the program's development.

Public Affairs Shows

WPP partners should make themselves readily available to appear on public affair programming opportunities.

The CS should actively seek out these opportunities and facilitate interview arrangements. A goal would be one annual appearance per program initially, with plans for more frequent guest appearances as the WPP progresses.

Special TV/Radio Programming

When possible, the CS should seek out opportunities with stations for special TV/Radio programming surrounding the program. This should not just be limited to public broadcast stations, but the CS should also target network broadcast media about the possibility.

We anticipate that this opportunity would be executed and implemented during the latter phases of program implementation.

Issues Management

Responding to Misinformation

There are a number of ways misinformation can spread on a given program, and we would expect that the WPP will have to deal with all of these scenarios at one time or another. Depending on the nature and source of the misinformation, it could be that partners choose to manage this communications process in a number of ways. Whether misinformation is being spread through an organized effort or through unintentional misunderstandings, managing these issues should be evaluated on a case-by-case basis. There is no "textbook" solution to responding or choosing not to respond.

The CS should stay on top of public opinion and news regarding the program, and communicate regularly about how to respond to a given situation. Sometimes a vigorous and very public response will be warranted to combat misinformation; sometimes it just takes a phone call to a source of misinformation to answer questions and allay concerns about the program; and sometimes no response is the best way to handle a situation.

Potential Advertising

As the program takes shape, we would anticipate that there may be times when the best way to respond to misinformation or to clearly convey the program partners' message is through advertising.

Research & Monitoring

Because misinformation can spread rapidly via the Internet and e-mail, it is essential that agencies stay on top of what is being said about the program, the partners or other key players via these media.

The CS should be charged with the daily monitoring of any known Internet sites related to the work on this program, and should also stay on top of all the media in these markets so that there is the opportunity to respond rapidly to any misinformation or to obtain equal representation in any public dialogues taking place.

Stories or "chat room" topics of note should be sent along with action recommendations quickly to the CS team, along with a response strategy.

The CS should subscribe to and read all newspapers of note in the region involved in the program, particularly to monitor letters to the editor, as inaccurate information expressed in opinions can sometimes be taken as factual. In addition, the CS should log onto web sites or other online venues daily to ensure that everyone stays abreast of activity that may be detrimental to the program.

Talk radio is another vehicle that can disseminate misleading information, because opinions are stated as facts and call-in comments are broadcast regardless of accuracy. For that reason, invitations to participate in talk radio shows should be considered on a case-by-case basis.

Database

As e-mail is the most rapid way to respond to what will be a fragmented audience across the region, the CS should be charged with maintaining an accurate and up-to-date database comprised of key stakeholders on the program. Whenever possible, this database should include the e-mail addresses of as many stakeholders as possible, so that the program partners can respond to misinformation should it be necessary. In addition, this database will serve as the core mailing list for public notices, newsletters, brochures, etc. There should be a quarterly review of the database by the CS.

The database should include, but not be limited to:

- Elected officials
- Media
- Neighborhood associations
- Environmental groups

Designated Spokespersons

Determining Spokespersons

The size and development period of the WPP dictates that there will be many spokespersons necessary over the course of the program. These spokespersons should be well versed in all aspects of this program and understand the larger complexities and other issues which could affect this program and its relationship to key stakeholders. Working in tandem, the CS needs to identify and designate staff at each agency to serve as designated spokespersons for this program, including Spanish-speaking spokespersons.

Basically, there will be two types of spokespersons: the management-level spokesperson whose task is to communicate the overall scope and benefits of the program; and the technical-level spokesperson whose task is to provide detailed information specific to various elements of the program. There should be no disconnect between management-level presentations/messages and technical-level presentations/messages. Assuring that technical spokespersons maintain the management perspective in their technical briefings should be the responsibility of the individual CS members.

The CS should establish brief, clear “rules” and arrange for communications briefings to develop awareness among the technical staff of how fragile and sensitive some elements of the WPP are.

Identifying issues where inconsistent messages could result in significant negative impacts for the program and developing responses acceptable to all three partners is key to providing a unified front on BRWM. The CS should identify such issues and develop responses.

Public Involvement/Outreach

Public involvement will be critical to the ultimate success of the WPP. To that end, program partners should actively seek out public input and provide opportunities for public discussion on the program. This could be done through public forums that are held at critical junctures of the WPP. For example, forums should address stages where:

- Assessment data have been assembled (initial)
- Preliminary BMP options have been assembled (mid-point)
- A draft of the WPP has been prepared (end-point)

Such public forums should be advertised in the appropriate media, including newsletters published by the individual partners. Time frames and locations for the events should be determined by the WPP partners.

Public participation will be in the form of public meetings coordinated with existing public involvement venues such as the Committee of Seven and the Watershed Improvement Advisory

Committee. However, other public education forums, not part of existing venues (detailed above) will be held during the progression of the WPP.

In addition to working to ensure that there are opportunities for feedback and addressing areas of concern on the program itself, program partners should also be mindful of the need to distinguish each of their agencies, mission and governmental roles whenever possible. Stakeholders and the general public need to understand the credibility and experience of COSA, Bexar County and SARA and what each agency brings to the plan, in order to understand the context of its importance to water quality. With that in mind, presentations, exhibits, written materials and other communication vehicles should work to incorporate information on each of the agencies for better understanding not just of the WPP, but of the partners behind the plan.

The WPP should be incorporated into public presentations provided by the BRWM – added to program Powerpoints, etc. This also applies to public presentations on the SARIP, where appropriate.

Committee Meetings

In order to ensure that the development of this program remains environmentally and fiscally sound, and that the public has ample opportunity for feedback and the ability to engage in active dialogue on the program, the CS should coordinate and communicate its actions during public meetings with the Watershed Improvement Advisory Committee (WIAC) and the Committee of Seven, as well as BRWM Management Committee meetings (as detailed on Page 1). Additional committees such as the San Antonio River Oversight Committee (SAROC) and the SARA Clean Rivers/Water Quality Advisory Committee also serve as stakeholder groups.

Intergovernmental Communications

A significant effort should be made to keep all the various governmental entities informed as the WPP progresses. With multiple suburban cities, water agencies and a variety of state (TCEQ, TPWD, etc.) and federal agencies who may also need information on the program on some regular basis, this task requires some dedicated attention and will be a critical part of the CS management responsibility.

Schedule of Communications

The CS should make sure that a high priority is placed on assuring that key elected officials have been briefed on the WPP and that a regular schedule of communications is initiated to keep them informed in advance of general public communications. This effort should include regular status briefings at the following meetings:

- Committee of Seven – required to have four meetings annually;
- WIAC – required to have six meetings a year;

- SAROC – meets every other month;
- Management Committee – meets weekly for planning meetings, progress reports, etc.;
- Water Quality Task Force – meets monthly.

CS members are responsible for keeping their respective elected officials informed. As various milestones in the program approach, communications efforts should ensure that public officials are not caught unaware of events that may affect their constituencies. Constant attention to the informational needs of these officials also provides opportunities for the partners to get a sense of how the program is being perceived through constituent feedback.

Tracking Mechanism

The CS should keep records of communications issued to these officials to both assure no one is missed and to provide documentation of communications efforts on the program.

Public Meetings

As required in the Interlocal Agreement (ILA) that established BRWM, the Management Committee must hold two public meetings annually. Status reports on the WPP will be given at those meetings.

Written Materials

Consideration should be given to the need for Spanish-language versions of printed materials.

Press Kit

The CS should be charged with the development and production of a standard press kit that communicates key elements of the program. This press kit should be a “breathable” document – one that can be easily adapted to meet the needs and answer specific questions for the media, elected officials and interested public citizens.

In addition to fact sheets, maps, graphics and other information, the press kit should contain applicable news releases designed to communicate information on the program in anticipation of answering as many questions as possible before interview sessions. In an effort to inform the public on the credibility and experience of the agencies involved in this program, the press kit should also include individual background/fact sheets on each of the three partners including both their ongoing separate missions and their individual roles in the WPP.

The press kit should be evaluated by the CS and updated as necessary.

News Releases

News releases should be developed on a regular basis throughout the life of this plan – to communicate at key junctures in the plan’s implementation, as well as to provide regular “status reports.” They should be drafted, reviewed and approved by the CS. Events that may require news releases include water quality studies progress, legislative actions, public meetings, permit approvals, etc. As these are developed and approved, key releases should be added to the press kit as part of that ongoing communication document.

Newsletters

Articles on the WPP should be included in SARA’s quarterly newsletter, “River Reach,” as well as other partner newsletters and publications.

Presentation Materials

To ensure that all program partners are speaking with one voice on this program, and that messages are conveyed accurately, the CS should establish guidelines within each partner agency that all presentations on the WPP will be developed within the framework of an existing, approved program presentation.

Power Point Presentations

The CS should work to develop a standard presentation for use by all staff on this program. As with the press kit, the document should be developed with an eye toward ease of use and adaptability, depending on audience and topic.

In today’s technology workplace, too often staff will develop their own ad hoc communications tools to convey information about programs, especially with presentations. While for the most part that is acceptable and productive, in cases where extreme communications sensitivity is needed, and there are multiple partners — as with this program — it can be counter-productive.

Protocol should be established within each agency that lets staff members know that any presentation material developed for the WPP has to come through CS channels, who are responsible for the turnkey development of this program.

Consideration should be given to the need for Spanish-language editions.

Internet

Web Site

The CS is developing with a design firm a BRWM web site (www.bexarwatershed.org) that can include public information related to the WPP, contact information and other material as determined.

The web site will be actively maintained and updated to include new WPP press releases and other resources. It will also be linked to all BRWM partner web sites, as well as to other appropriate sites.

In addition, BRWM partners may post WPP information on their individual web sites as they deem necessary.

Advertising

There will be times during the course of this program when advertising is required to ensure appropriate information is being disseminated to constituents and that public involvement is encouraged at every opportunity. The CS should make a determination as to when advertising is warranted.

Broadcast and print advertising will be placed on a net basis. All creative and media budgets would require advance approval from the CS.

Times when advertising may be required include:

- **Public notices** – to properly inform the public of upcoming public hearings related to regulatory or legislative initiatives;
- **Events** – to raise awareness for forums or other events that offer the public the opportunity to obtain accurate information about the program and have concerns addressed;
- **Education/issues** – to help communicate specific points that may come under particular scrutiny or be a focus of misinformation;
- **Emergency action** – when crisis issues need to be addressed immediately via advertising (as noted under issues management).

Graphics System

The WPP will employ graphics used within the BRWM program.

Dedicated Contact Information

In order to provide the public with one central location for posing questions and directing letters, we recommend that the partners establish a dedicated telephone line – with answering machine – and a post office box for the WPP. The CPP would be charged with daily monitoring of the phone calls coming into this line and responding as needed, as well as checking the mailbox on a weekly basis.

Reporting Procedures/Recordkeeping

Point Person

- Suzanne B. Scott, Director, Community and Intergovernmental Relations, SARA, is the designated Communications Point Person (CPP).
- Scott will coordinate meetings of the CS to keep abreast of communications efforts.
- Scott's role is to oversee the communication efforts outlined by the Communications/Stakeholder Involvement Plan and assure that these proceed according to the plan and the timetable, and that deliverable deadlines are being met.
- The CS should also plan to attend regularly the meeting between partner principals so that any potential communications issues that arise from those discussions can be flagged for discussion on communication strategy.
- All members of the CS should be copied on all status reports regarding the WPP.

Communications Subcommittee Status Review

Regular meetings of the communications subcommittee (Suzanne Scott, Mike Bratten, Monica Ramos, Lori Houston, Jacquelyn Thomas, Yvonne Escamilla, Kerim Jacaman and Margaret Garcia) will ensure that the partners stay in sync and that major communications issues can be discussed and addressed as appropriate.

Management Team/Program Principals Updates

The CS will be responsible for updating the program management team and program principals as frequently as necessary.

Major Tools Approval Process

For major communications tools, which will likely be used by all three partners in a variety of situations, a specially called review and approval meeting may be necessary. The communications point person, Suzanne B. Scott, will determine the necessity for such meetings upon consulting with the communications subcommittee.

Meeting Deadlines/Performance Standards

In order to ensure that the program communications plan is responsive to the needs of the media working on deadline, as well as to the general public, the CS should strive to meet certain performance standards as outlined below.

These standards relate to the time it should take to respond to an inquiry. Each partner's communications manager should develop an internal protocol for getting turn-around within their respective agencies in order to meet these performance standards. The protocol should include whatever approval process may be necessary for boards of directors, general managers and program managers.

Responding to Media Inquiry – same day turnaround (as they typically are working on deadline);

Responding to elected official inquiry – will depend on inquiry and sound judgment should apply, but in general, response should be made within 24 hours; if a packet or other material is needed that requires some time, CS should work to establish reasonable timeframe for response with said official;

Responding to Web Site inquiries – 3-5 working days;

Responding to phone message/general phone inquiry – 24 hours

Responding to letter inquiry – 1 week

Developing news releases/other material:

The CS representatives should assure that the Water Quality Task Force and CS reviews occur prior to reviews by executives, and that efforts are made to build in at least a two-day review process for executives to allow for their busy schedules.

The CS should develop a back-up approval process must be determined for situations in which the designated person is not available. Designating a back-up communications point person and/or establishing a direct line to key executives for feedback is also required.

NOTE: While due diligence will be given to ensuring each program partner has ample time to secure needed approvals for material, there will be times when the media and other groups are moving rapidly, and that it will be necessary to accommodate those deadlines.

Archiving/Preserving Historical Records

To maintain an accurate historical documentation of the program over its life span and assure that good historical data is captured, a formal process of archiving must be implemented. The CS is responsible for the archiving and collecting of all historical records and should sub-contract with vendors (such as video monitoring services, etc.) as needed.

Archives

Filing system — The CS should determine the primary filing and cross-referencing protocol for the archives system.

Deliverables Timeline

- List / database (including contact information) of Identified Stakeholders – with progress report, June 15, 2005.
- Updates to Identified Stakeholder List - with progress reports - September 15, 2005, December 15, 2005, March 15, 2006, and June 15, 2006.
- Draft Phase I Communication Plan – June 1, 2005.
- Finalized Phase I Communication plan – July 1, 2005.
- Public meeting notices, agendas, meeting materials, handouts, attendee lists and meeting summaries – with progress reports - June 15, 2005, September 15, 2005, December 15, 2005, March 15, 2006, and June 15, 2006.
- A draft Summary Phase I Report section detailing stakeholder roles, objectives, goals, issues, and input – June 30, 2006.
- A final Summary Phase I Report section detailing stakeholder roles, objectives, goals, issues, and input – August 30, 2006.
- SARA web site updates – August 1, 2005, November 1, 2005, January 1, 2006, April 1, 2006, August 1, 2006.

Glossary

BRWM — Bexar Regional Watershed Management.

COSA — City of San Antonio.

CPP — Communications Point Person (Program Manager/Contractual Point of Contact) — Suzanne Scott/SARA.

CS — Communications Subcommittee — Representatives from each partner (Monica Ramos and Lori Houston/City of San Antonio, Suzanne Scott and Mike Bratten/San Antonio River Authority, Jacquelyn Thomas, Kerim Jacaman and Yvonne Escamilla/Bexar County, Margaret Garcia/Edwards Aquifer Authority) charged with managing the communications issues associated with the WPP.

EAA — Edwards Aquifer Authority.

ILA — Interlocal Agreement.

IP — Implementation Plan.

Legislative Actions/Initiatives — Actions by Legislature that may affect the program.

Partner/Program Principals — Executives from each of the partners involved in BRWM.

SARA — San Antonio River Authority.

SARIP — San Antonio River Improvements Project.

SAROC — San Antonio River Oversight Committee.

SAWS — San Antonio Water System.

Stakeholder — Audience having a “stake” in the WPP: Customers, landowners, elected officials, groundwater districts affected by the plan, citizens benefiting from the plan, etc.

TCEQ — Texas Commission on Environmental Quality.

TMDL — Total Maximum Daily Load.

TPWD — Texas Parks & Wildlife Department.

WIAC — Watershed Improvement Advisory Committee.

WPP — Watershed Protection Plan.

