# AVOIDING THE PITFALLS — STRATEGIES TO INVOLVE THE PUBLIC IN WATER

**RESOURCE PROJECTS** 

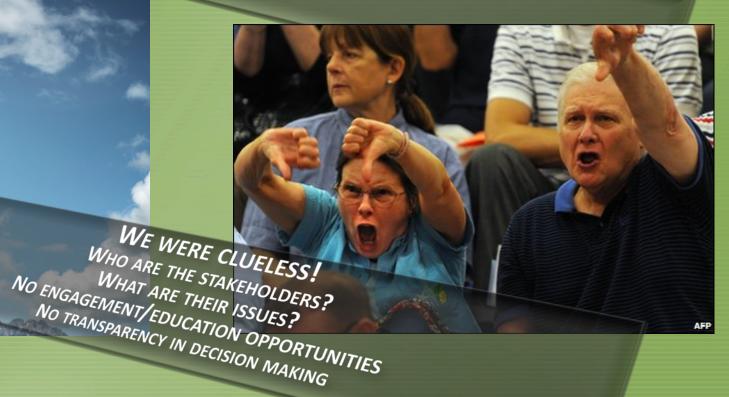
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## YOU NEVER FORGET YOUR FIRST.....







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advantase

Security

blessing

Good Luck!





## Common Pitfalls, Tools and Strategies Failure to: Tools & Strategies

- Identify stakeholders
- Recognize and understand others' opinions/issues
- Provide opportunities
   to participate & educate
- Provide two-way communication

- "Sensing"
- Issue IdentificationWorkshops
- Open Houses
- Project Education
- Project/Issue Round Table
- Websites & Social Media

## **Understanding WHO and WHAT**

Social Media (https://www.facebook.com/scnfs)





## **Participate and Educate**



**BEFORE** 

## Visual Tools to Promote Understanding

**DURING** 





### Photos courtesy of:



### Communicate, Communicate

- Project websites
- Social media
- One on One meetings
- Focus groups
- Expert panels
- Other media

### Summary

- Plan and manage from the outset
- Integrate stakeholders
- Develop education process
- Engage public through multiple venues (website, social media, workshops)

## TURN THIS.....

### INTO THIS.....





## Strategies to Involve the Public in Water Resource Projects

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Thank you!