**Source Water Collaborative Innovation Challenge: Outreach Plan**

**SWC IC Communication Goals**

**Short-term goals**

* Attract a wide range of participants and high-quality project submissions to the SWC IC
* Build awareness of the tool to promote future participation and engagement

**Long-term goals**

* Build awareness of source water protection amongst a wide audience including non-traditional audience
* Promote the Source Water Collaborative (and its member organizations by extension) as a champion for SWP and key point of contact for watershed groups around the country.

**Target Audiences**

1. **Solvers:** *Solver audience includes individuals, groups, and organizations that will submit proposed design solutions to the Innovation Challenge. These include:*
   * Partner and stakeholder groups, including the SWC and member networks, states, and Utilities
   * University faculty, students, organizations, initiatives, and collaborations
   * Technology and software research and development firms and networks
   * Independent software engineers, coders, and designers
2. **Stakeholders and Partners:** *The stakeholder audience is comprised of individuals, groups, and organizations that have a direct stake in the results of the challenge, are potential data contributors, and/or will use the finished tool.*

**Information Contributors (who will populate the tool with information?)**

* Federal, State, and local agency representatives with regulatory approval under the CWA or SDWA, who will submit data on criteria, standards, and other target values.

**Information Consumers (who will view and use information in the tool?)**

* + Federal, state, regional, and local clean water and drinking water agencies
  + Source Water Collaborative members and their networks
  + Utilities
  + NGOs
  + Universities
  + Communities

1. **The Public:** *The public is the final audience group that forms a broad target for education surrounding the challenges, opportunities, and value of source water protection in general.*

**Phase 1 Outreach: Innovation Challenge Launch**

Time Frame: September-January

**Goals**

* Announce Innovation Challenge, including technical and logistical aspects, to member networks and partners to promote proposal submissions through Top Coder (Audience 1)
* Begin to raise awareness of the benefits and uses of the proposed final deliverable to generate buy-in and interest/adoption from stakeholders (Audience 2)
* Begin to raise awareness of the significance of the SWC Innovation Challenge and the SWC to protecting sources of drinking water and of other key actions needed (by stakeholders, public, etc.) to protect drinking water (Audiences 1-3)

**Phase 2 Outreach: Winner Announcement**

Time Frame: January-February

**Goals:**

* Showcase winner(s) and honorable mentions of the SWC IC, generate buzz about IC successes and potential for positive impact (Audiences 2-3)
* Communicate aspects (attributes, uses, users) of the water quality criteria tool, and seek input and participation from stakeholders and experts community for context, amplification, buy-in, interest (Audience 2)
* Direct attention to SWC and members and other tools within the context of source water protection, engage potential doers (Audiences 2-3)

**Phase 3 Outreach: Promote Tool Use**

Time Frame: March-

**Goals:**

* Promote tool to States, SWC members and networks, and other stakeholders
* Solicit/encourage data submissions by States and other sources of high-quality data.
* Solicit feedback from networks on tool effectiveness, data gaps/needs, areas for improvement, necessary additions, uses, design considerations, needs, etc.
* *Companion Innovation Challenge*: use tool as launch point for SWC and education on source water protection to the greater public

**Outreach Checklist**

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| **Product/Action** | **Message** | **Lead** | **Target Date** |
| **Phase 1 Outreach: Innovation Challenge Launch (September-November)** | | | |
| Draft Email (SWC members and networks, Universities) | Announce Innovation Challenge and goals, highlight key technical and logistical aspects (Top Coder, Challenge.gov, time frame, deliverables, communication channels, etc.), players, and context. |  | October |
| Talking points for SWC members, EPA managers, others | Key points about Innovation Challenge, SWC, objectives, challenge model, and SWP context |  | Early October |
| Sample Tweets |  | EPA | October-January |
| Blog/Newsletter Posting | Announce challenge and generate interest to wide audience of potential solvers and public |  | October-December |
| Website(s) | Description, FAQs and/or feedback mechanism, links to Challenge.gov and Top Coder challenge site |  | October |
| Print Material | Conference presentations/posters |  | October |
| Draft Press Release |  |  | October |
| **Phase 2 Outreach: Winner Announcement (January-February)** | | | |
| Draft Email—to SWC members and networks | Showcase winners and designs, tool attributes and uses, release timeline, context, input |  | January-February |
| Event Presentation/Conference poster | Showcase winners, tool, release time |  | January |
| Sample Tweets |  |  | January-February |
| **Phase 3 Outreach: Promote Tool Use (March--)** | | | |
| Draft email to SWC members and networks | Describe finished tool, attributes, benefits, uses, intended users, data types and format. Solicit sign-ups and data submissions. Tailor outreach to less technical audiences. |  | June (2-3 months to build and refine tool) |
| Talking points for SWC members | Promote submissions by states, utilities, universities, etc. Promote use by states |  | May-June |
| Conference Poster and accompanying abstract | Promote data submissions, describe significance/relevance of tool and the players |  | January |
| Sample Tweets |  | EPA | March-June |
| Companion Innovation Challenge | SWC members develop communications piece or initiative to advance tool, SWC, and source water protection to their members and community/network. Communications piece can take many forms. | All members | May-June |
| Website(s) | Link to tool, context |  | March-June |
| Blog/newsletter posting | Promote awareness, present SWC to the public, educate on source water protection |  | March-June |

**Outreach Opportunities & Events Calendar**

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| **Phase** | **Year** | **Month** | **Day** | **Event** | **Sponsor/Host** | **Location** |
| **Phase 1 Outreach Opportunities: Innovation Challenge Launch (September-November** | | | | | | |
| 1 | 2015 | October | 13-16 | Water Infrastructure Conference and Forum | American Water Works Association | Bethesda, MD |
| 1 | 2015 | October | 19-23 | ASDWA Annual Conference | Association of State Drinking Water Administrators | Fort Worth, TX |
| 1 | 2015 | October | 20-22 | National Conference | The Groundwater Foundation | Lincoln, NE |
| 1 | 2015 | November | 4-6 | NWRA National Conference | National Water Resources Association | Denver, CO |
| 1 | 2015 | November | 15-19 | Water Quality Technology Conference | American Water Works Association | Salt Lake City, UT |
| 1 | 2015 | November | 17-20 | NAMLS International Symposium | North American Lake Management Society | Saratoga Springs, NY |
| **Phase 2 Outreach Opportunities: Winner Announcement (January-February)** | | | | | | |
| 2 | 2016 | February | 10 | Rural Water Rally | National Rural Water Association | Washington, DC |
| **Phase 2 Outreach Opportunities: Promote Tool Use** | | | | | | |
| 3 | 2016 | March | 7-10 | Sustainable Water Management Conference | American Water Works Association | Providence, RI |
| 3 | 2016 | April | 2-5 | National Planning Conference | American Planning Association | Phoenix, AZ |
| 3 | 2016 | April | 3-6 | Water Policy Conference | Association of Metropolitan Water Agencies | Washington, DC |
| 3 | 2016 | February | 10-14 | Partners for Smart Growth – “Tools for Communities theme” | Local Government Commission (et el USFS, EPA….) | Portland, Oregon |
| 3 | ASLA | October | 21-24 | ASLA Annual Meeting | ASLA | New Orleans |

**\*** Please visit the Source Water Collaborative events webpage for more outreach opportunities and events