Part 0. Recommendation Declaration

Intent: Develop a continuous communication program to elevate public awareness, solicit program-user feedback, and activate appropriate responses according to short- and long-term water supply conditions.

Recommendation Proposer

DRIP Member name, member type (state/non-state) and any partners (DRIP members or external) in development of proposed recommendation.

Proposed by Tim Worley and Laura Ramos, with input from the DRIP Development Team and feedback from the July 12 in-person DRIP Collaborative meeting.

Recommendation Idea

Provide a brief (no more than 150 words) description of the idea for a recommendation.

The DRIP Collaborative wants to improve public understanding of drought and related extremes of a changing California climate. Different audiences need different messaging, based on geography, level of expertise, water supplier, related areas of concern, etc. This complexity makes it challenging to provide accurate information to the right audiences in an effective and timely manner. This proposal envisions a curated information hub (website), with spokes leading to messaging appropriate to different audiences (such as identified above), and with opportunities for two-way communication to solicit feedback and encourage program improvement.

This recommendation should be informed by other DRIP Collaborative efforts, including the Drought Indicators and Metrics and Drought Case Studies recommendations. In addition, each DRIP Collaborative recommendation should embed a tailored communication plan, which can be complementary to the proposed communication program. Finally, the DRIP Collaborative must evaluate use of already existing communication vehicles, such as Save Our Water and California Water Watch (Drought.ca.gov), before investing resources in a new communication hub.

Focus Area

☐Drought Relevant Data   ☒**Drought Narrative**   ☐Drought Preparedness for Domestic Wells

Intended Benefit to the Drought Risk Management Cycle (Please check all that apply)

☒ **Mitigation, Preparation and Capacity**

☒ **Forecasting and Monitoring**

☒ **Response**

☐ Recovery