

**Water Storage Investment Program  
Communications & Engagement Plan**

- I. About the Communication and Engagement Plan (C&E Plan)**
  - A. Purpose**
  - B. Primary Objective**
  - C. Intended Outcomes**
- II. Approach**
- III. Key Stakeholder Constituencies and Situation Assessment**
- IV. C&E Activities and Schedule**
  - A. Meetings**
  - B. Communications Support**
- V. CWC/DWR Coordination and Program Support**
  - A. C&E Planning Team**
  - B. Points of Contact**
  - C. C&E Team Roles**
  - D. Internal Coordination and Communication**
  - E. Media and Messaging**
  - F. Planning and Tracking Tools**
- VI. Measuring Success**