



Policies and Procedures

Outreach, Community Partnerships and Paid Media



Community Partnerships and Outreach Activities

- **Objective:** Guide decisions related to funding the District's outreach activities, including local outreach programs, educational events and community partnerships.
- **Policy:** Use community outreach to educate the public about our mission; involve and inform the public about our decisions; and to develop partnerships that advance the mission.

Funding Philosophy

Utilize funding for activities that directly advance the mission and goals of the District and provide value for Florida's taxpayers by:

- **Raising awareness for the District's core mission and strategic priorities.**
- **Augmenting recruitment, small business, procurement initiatives.**
- **Addressing the water management concerns of the communities we serve.**
- **Maximizing the District's investments and leveraging resources.**
- **Reaching a diversity of audiences.**
- **Following the District's procurement policies.**

General Funding Criteria

The Outreach Activity must/should:

- **Align with the District's mission and priorities.**
- **Foster productive partnerships that bring lasting water resource management and/or environmental benefits to communities.**
- **Offer opportunities for direct community/ constituent interaction and direct involvement in conducting the event/activity.**
- **Provide measurable outcomes.**
- **Not conflict with other District activities.**

What outreach and partnerships are...

Community Outreach:

- **Waterway clean-ups, educational workshops, environmental summits, water resource education, Earth Day, etc.**
 - **Direct participation or partnership**

Partnerships:

- **The provision of financial support for a project/event carried out by an external organization.**
- **Not initiated nor under control of the District.**
- **Partner provides justification of how the activity/event advances the District's mission and demonstrates accountability by providing documentation of the results achieved.**

Approval/Funding Procedures

- 1. Outreach activities and partnerships meet the general funding criteria.**
- 2. Funding set at a maximum per capita rate of \$0.15 per constituent.**
- 3. Organizations seeking funding provide a match either through in-kind or financial contribution.**
- 4. Annual cap of \$15,000 per organization/event.**
- 5. Exceptions endorsed by the Executive Office, regional Governing Board member and approved by the Governing Board Chair.**

Paid Media and Public Relations

- **Objective:** Guide decisions related to the District's use of paid media and public relations.
- **Policy:** After exhausting opportunities for unpaid media, paid media is used to share information with the public about District programs; educate the public about emergency conditions, water resource management and environmental protection; promote personal responsibility regarding water resource management and protection.
- **Print/broadcast advertising; public service announcements; media consulting.**

Paid Media: Funding Philosophy

Utilize funding for paid media activities that directly advance the mission and goals of the District and provide measurable value for Florida's taxpayers and water resources by:

- **Raising awareness for the District's mission and strategic priorities.**
- **Maximizing the District's investments and leveraging resources.**
- **Reaching a diversity of audiences.**
- **Following the District's procurement policies.**

Paid Media: General Funding Criteria

The Paid Media Activity must/should:

- **Align with a District priority.**
- **Provide measurable outcomes.**
- **Not conflict with other District activities.**
- **Developed to allow duplication.**
- **Carry the District's brand and message.**
- **Exhaust opportunities for reaching audiences through unpaid media except in instances of emergency preparation and response.**

Approval and Funding Procedures

- 1. Paid media initiatives meet the general funding criteria.**
 - **Paid media and public relations activities approved and funded as a part of the budget process.**
- 2. Funds invested based on regional needs and District priorities.**
 - **Determinations made by the Media Relations Director in coordination with the Service Centers.**
 - **Exceptions can be made in the event of unanticipated initiatives, newly established priorities or emergencies.**
 - **Exceptions approved by the Media Relations Director and Governing Board Chair.**



Questions?