

PUBLIC PARTICIPATION PLAN  
for the  
Southwest Regional Steering Committee

PURPOSE: The purpose of the Plan is to provide sufficient relevant information to (1) enable the public to thoroughly understand regional water planning efforts in the Southwest Region, (2) elicit public input for the Regional Water Plan, and (3) obtain public support for the Regional Water Plan.

PLANNING PROCESS: The following methods will be used to make relevant information available to the public:

1 . *Public Meetings.* Ten public meetings—two each in Lordsburg, Reserve, Deming, Silver City, and the mining community—will be scheduled. One of the two meetings will be scheduled at 7 or 7:30 p.m. on weekday evenings to allow for maximum public participation. DBS&A will provide fact sheets and presentation materials that Steering Committee members can distribute at these public meetings and at other community meetings scheduled by area representatives. These materials will include assessments of our ground water and surface water supplies, current and future demands for this water and a water budget. In addition to the presentation of planning information, public hearings will give the public an opportunity to provide ideas, concerns, and thoughts about water planning. The public meetings will be organized by the following individuals:

- • Deming: Louis Jenkins and Jim Olson
- • Silver City: Robert Esqueda and Henry Torres
- • Reserve: Alex Thal and Howard Hutchinson
- • Lordsburg: Vance Lee and Jim Hill
- • Mining Community: Gilbert Grijalva, Ruben Moreno, and Eddie Sedillos will combine efforts for one meeting of the mining community.

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The Regional Water Planning Manager and Public Participation Committee will solicit volunteers to help the representatives of the soil and water conservation districts, Columbus, Virden, Duke, Phelps Dodge and at-large stakeholders, should they wish to conduct public meetings in their areas/organizations.

2.. *Website.* The Southwest Regional Water Planning website will be accessible through both the City of Deming website (<<http://www.cityofdeming.org>>) and the Daniel B. Stephens & Associates, Inc. (DBS&A) website (<<http://www.dbstephens.com>>). The website will be advertised in pamphlets and included in press releases.

3. *Read Files.* Files with relevant water planning information will be assembled and placed initially in the public libraries in the county seats of Silver City, Deming, Reserve, and Lordsburg. Based upon need/demand, future locations will be considered.

4. *Press Releases/Public Service Announcements.* A series of press releases will be developed and disseminated to the local area newspapers. The probable topics of the releases will include (1) the importance of water planning, (2) the components of the regional water plan, (3) the impact of the plan on the area and the citizenry, (4) the role and composition of the Steering Committee, (5) ways in which the public can get involved in water planning, and (6) the time and location of the next Steering Committee Meeting. Likewise a series of advertisements for the newspapers and PSA's for radio will be developed to put out important information and encourage public attendance at the public hearings and Steering Committee Meetings.

5. *Handouts/Pamphlets.* Written materials in the form of pamphlets and flyers will be developed and printed. These efforts will be coordinated by the Regional Water Planning Manager and the Public Participation Committee. The finished products will be made available to the public through the parent organizations of the Steering Committee membership.

6 . *Speaker Program.* Members of the Steering Committee will provide presentations on regional water planning for county commissions, city councils, soil and water

conservation meetings, industries, businesses, chambers of commerce, service organizations, Steering Committee Meetings, public hearings, and elsewhere. Presentations will be offered to the major businesses in the area by letter. The Regional Water Planning Manager will prepare an outline for the speeches to include the purpose and the Steering Committee will approve. When practical, the press will be invited.

7 . *Community Access Television.* The possible use of community access television (CATS) will be explored. CATS will be asked to cover informative regional water planning events or speakers. If possible, the Steering Committee will also develop programs, including an initial panel discussion in which members of the Steering Committee will be selected to respond to pre-prepared questions.

8. Individual one-on-one Briefings. These briefings will be offered to our local legislators.

9. TV. A TV Subcommittee will develop a program for and explore the opportunities for the use of this medium.

COMMUNICATION AND COORDINATION. The Regional Water Planning Manager and the Public Participation Committee will coordinate the overall effort and insure its order is logically developed. Any member of the Steering Committee may become a member of the Public Participation Committee simply by volunteering. Present membership is Alex Thal, Don Rauch and Tom Bates. Members will be recruited for nine sub-committees to manage the efforts of the nine components outlined above. The Public Participation Committee will coordinate the efforts of the sub-committees.

PARTICIPATION. All members of the Steering Committee will participate in some aspect of the Public Participation Plan.