



Outreach and Engagement Update

Agenda Item at a Glance

- Commission staff is working to increase public awareness of the Commission's work, public attendance at Commission meetings, and public participation in the Commission's work. This agenda item will discuss the work staff has been doing and the work staff plans to do.
- At this meeting, staff will present information to Commissioners. Commissioners will have an opportunity to ask questions and discuss the information presented. Tribal leaders and members of the public will have an opportunity to make a comment to the Commission.

Introduction

The Commission provides a public forum to discuss statewide water issues, promote public discourse on the future of water management in California, and provide transparent access to information.

Goal 2 of the Commission's [2025 Strategic Plan](#) directs the Commission to support smart water management through outreach, engagement, and a commitment to equity. Goal 2 also directs the Commission to use its forum to provide interested parties with the opportunity to inform Commission activities and decision-making. Goal 2 encourages Commissioners to engage with public comments; develop, implement, and evaluate a targeted outreach approach to increase engagement in the Commission's work; and increase the public's understanding and awareness of the Commission's work by utilizing social media and other public information venues.

Commission staff made initial efforts to move this work forward, such as simplifying the language in meeting materials to make them more accessible, answering public questions in advance of meetings, exploring social media resources to increase online engagement, and encouraging meaningful engagement between the Commissioners and the public.

This agenda item will discuss Commission staff's efforts so far; provide information on engagement statistics being tracked, including attendance at Commission meetings (both in-person and online), public comments, social media engagement, and website traffic; and outline work staff hopes to do moving forward. Year over year, engagement will be measured against the 2020-2024 baseline.

Background

A [2024 public survey](#) sought information on familiarity with the Commission's work, attendance at meetings, and the level of interest in its various workstreams. It also asked how engagement

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with the Commission could be easier for the public, and solicited feedback on previous engagement opportunities. Results of this survey, and a companion survey aimed at Tribal representatives, were used to shape outreach efforts moving forward.

An Engagement and Communication Plan will be implemented over the next five years to broadly increase awareness of the Commission's work; connect interested and impacted parties with topics of interest and relevance; connect with Tribes, communities, and historically marginalized and under-represented parties; and work with other agencies, particularly the Department of Water Resources, to identify similar opportunities for alignment around engagement.

Meeting Overview

At the January meeting, Public Information Officer Paul Cambra will describe work that staff has done to increase and track engagement with the Commission's work, the metrics being used to measure its success, and what targets and goals staff hopes to achieve in the next five years.

This is an informational item.

Contact

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