



Outreach and Engagement Update

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.

This agenda item will discuss Commission staff's efforts since January 2025; provide information on engagement statistics that staff is tracking, 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 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 inform Goal 2 of the Commission's current strategic plan and are shaping outreach efforts moving forward.

Meeting Overview

At the October meeting, Public Information Officer Paul Cambra will describe the work to increase and track engagement with the Commission's activities, metrics being used to measure its success, and targets and goals staff hope to achieve in the next five years. Following his remarks, the Commission will hear Tribal and public comments and discuss the information presented.

This is an informational item.

Agenda Item: 12
Meeting Date: October 15, 2025
Page 2

Contact

Paul Cambra
Public Information Officer
California Water Commission
(916) 873-5774