



## 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 Two of the Commission's [2025 Strategic Plan](#) directs the Commission to support smart water management through outreach, engagement, and a commitment to equity. Goal Two also directs the Commission to use its forum to provide interested parties with the opportunity to inform Commission activities and decision-making. Goal Two 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 provide updated data on engagement in Commission activities, including attendance at Commission meetings (both in-person and online), public comments, social media engagement, and website traffic; and outline progress staff has made on its outreach efforts. 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 Two of the Commission's current strategic plan and are shaping outreach efforts moving forward.

This agenda item is related to Goal Two of the [Commission's Strategic Plan](#), which calls on the Commission to support smart water management through outreach, engagement, and a commitment to equity.

### Meeting Overview

At the April meeting, Public Information Officer Paul Cambra will describe the progress made on outreach and engagement activities since the October 2025 presentation. Following his remarks, the Commission will hear Tribal and public comments and discuss the information presented.

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Meeting Date: April 15, 2026

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This is an informational item.

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