



California  
**WATER COMMISSION**

**Outreach and Engagement Update**

April 15, 2026

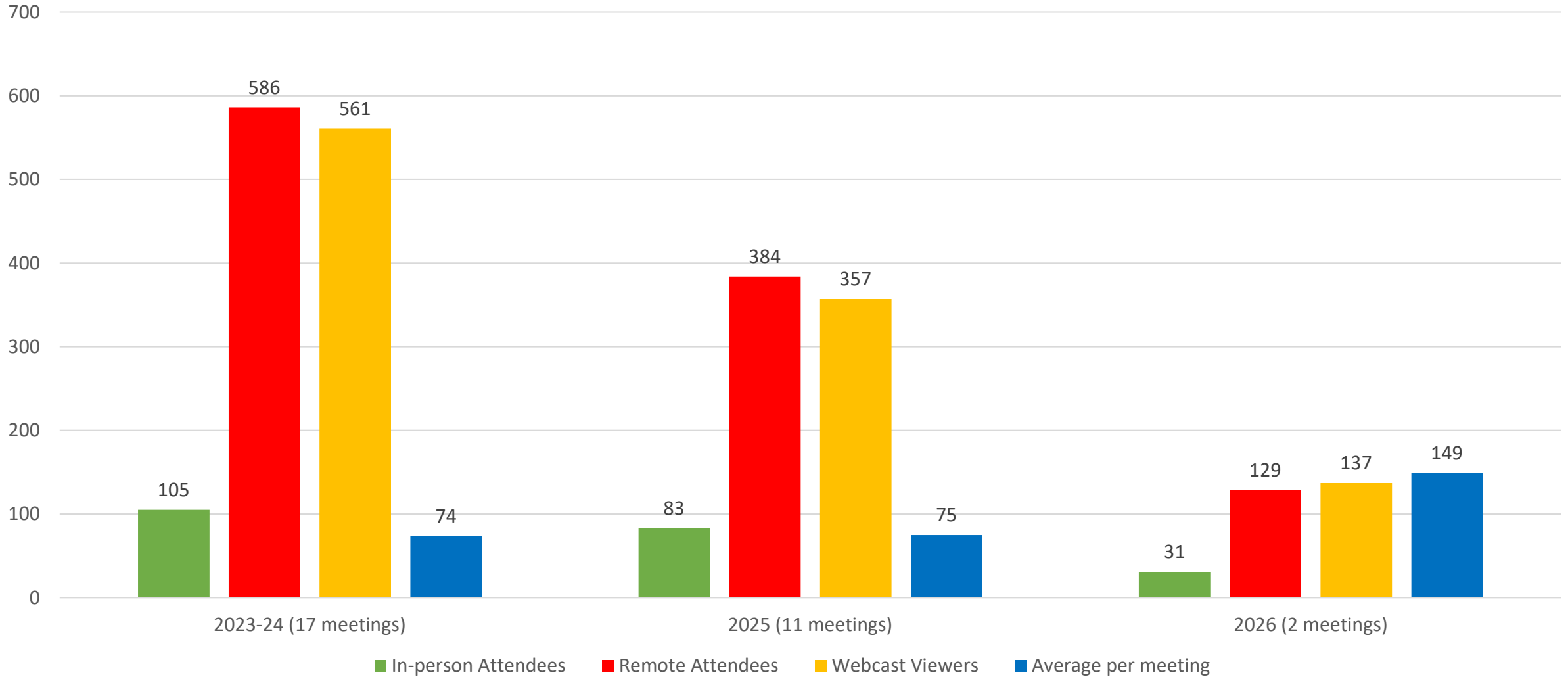
# Strategic Plan Goal 2: Support smart water management through outreach, engagement, and a commitment to equity

## Objectives:

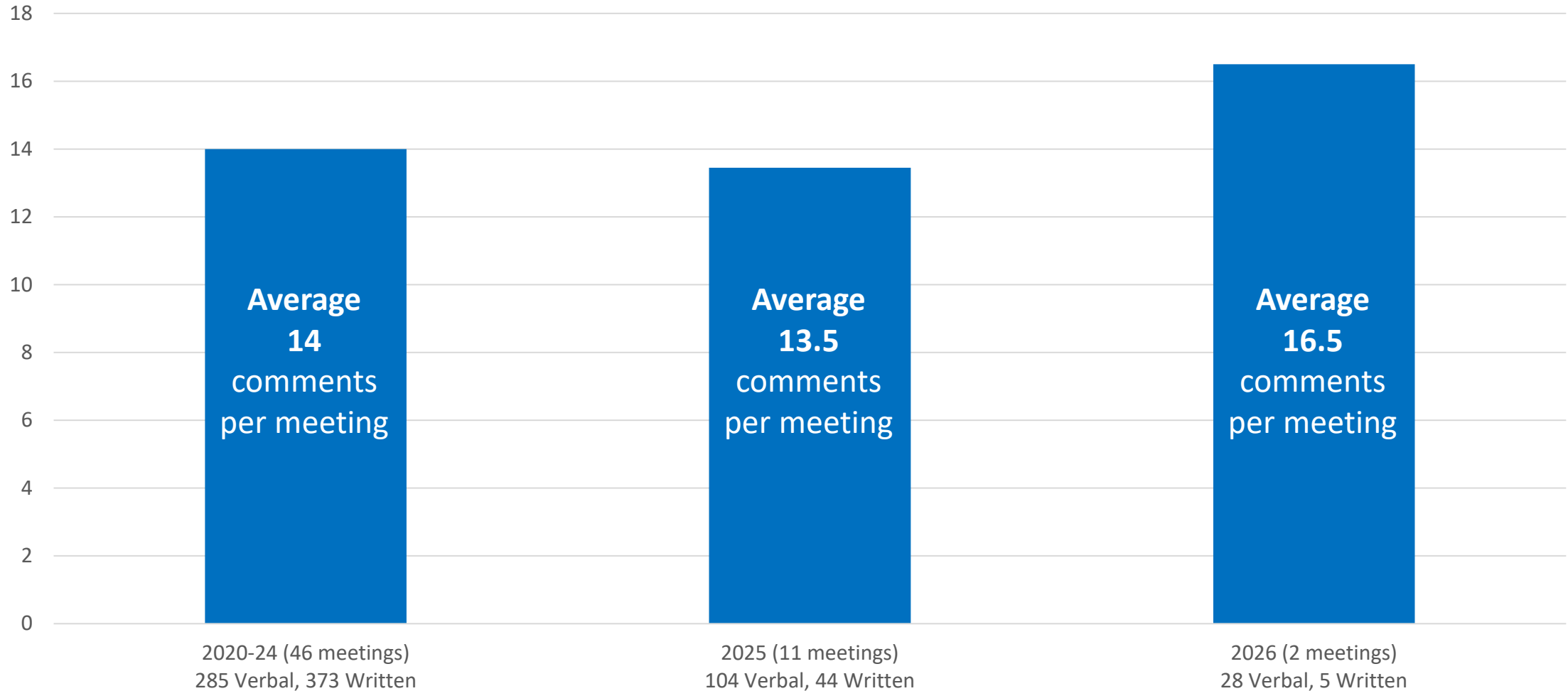
- Use the Commission’s public forum to provide interested and impacted parties the opportunity to inform Commission activities and decision-making and encourage Commissioners to consider and engage with public comments.
- Develop, implement, and evaluate a targeted outreach approach to increase engagement in Commission work.
- Increase the public’s understanding and awareness of the Commission’s work through social media and other public information venues.



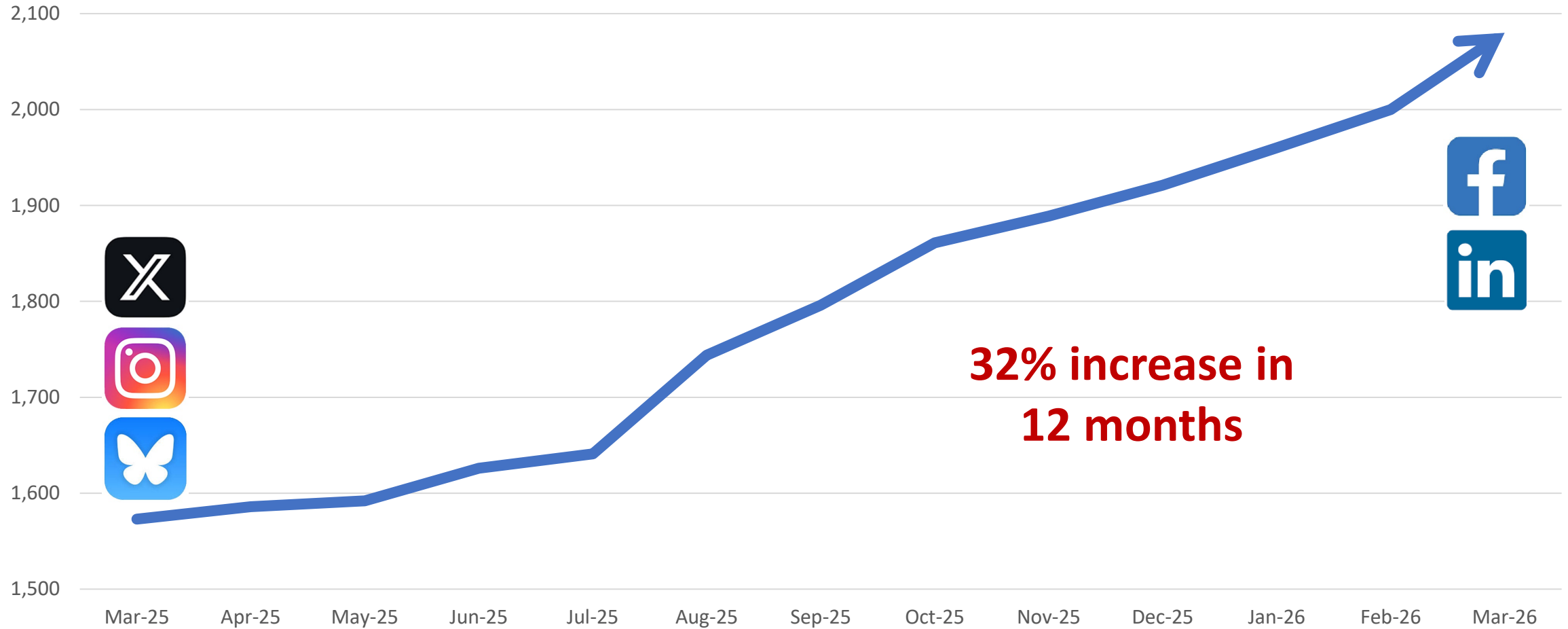
# Meeting Attendance



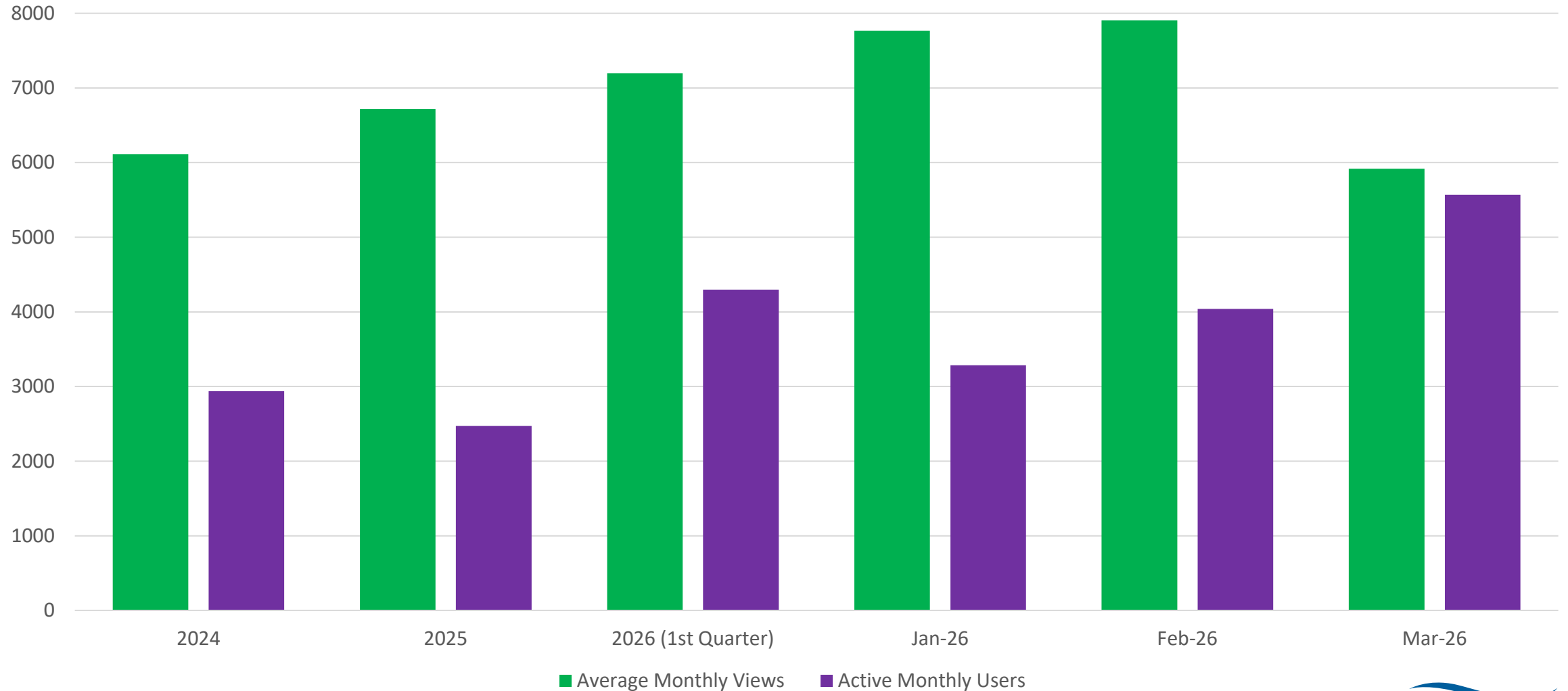
# Meeting Comments



# Social Media Followers



# Website Traffic



# News releases

News releases and meeting announcements reach 4,200 subscribers on Gov Delivery (Listserv).

In addition, news releases are sent to:



# Recent Activities that align with our Objectives:

- **Increase public understanding of the work of the Commission.**
  - Participating in Earth Day at CNRA.
    - WSIP Environmental Public Benefits.
    - “About the CWC” informational flyer.
- **Increase participation, public comments at meetings.**
  - Continuing to send targeted emails to interested parties in advance of Commission meetings.
  - Produced “How to Make a Public Comment” video.

# Recent Activities that align with our Objectives:

- **Increase email subscribers and social media followers.**
  - Gov Delivery subscribers are trending downward.
    - A month-long “Join our Listserv” social media campaign did not get the response we had hoped for.
  - Social media followers trending upward.
- **Use plain language in all public-facing materials.**
  - Our monthly “Summary of Agenda Items” has been getting more downloads each month.

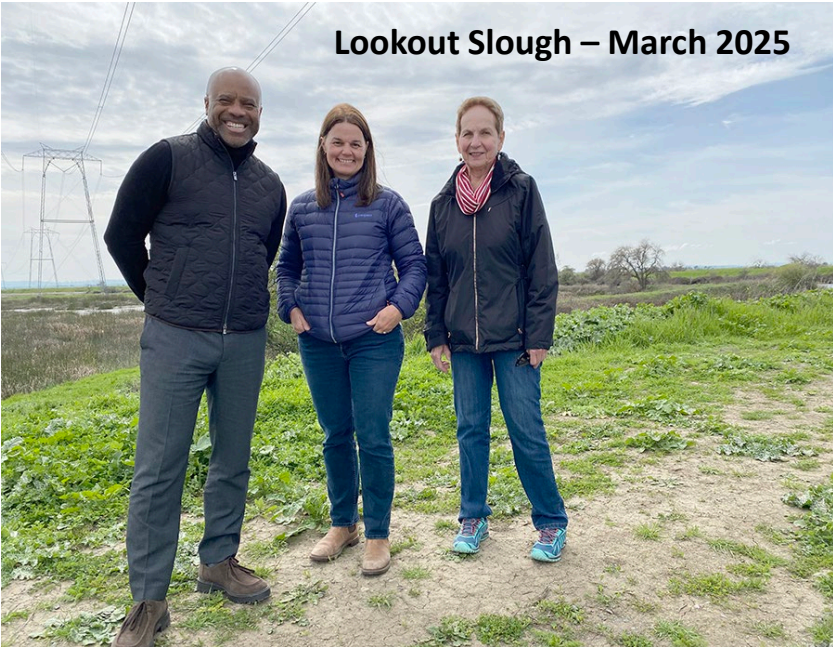
# Recent Activities that align with our Objectives:

- **Align messaging with DWR and other State water-related entities to streamline information flows.**
  - SB 72 and the Water Plan Update.
    - Worked in conjunction with DWR and the Governor's Office on a news release; amplified on social media and listserv.
- **Hold Commission meetings outside of Sacramento.**
  - November 2025 at Pyramid Lake was a success.

# Outreach in Action!



Harvest Water Tour – June 2025



Lookout Slough – March 2025



San Luis Reservoir – March 2026



Chrisman Pumping Plant – November 2025



Castaic Lake – November 2025



Native American Day – September 2025