

DRIP Collaborative
Drought Definition and Narrative Workgroup Meeting

Tuesday, September 9, 2025, at 1:00PM-2:30PM

California Natural Resources Agency, 715 P St, Sacramento, CA 95814. Room 06-212

Zoom: <https://ca-water-gov.zoom.us/join/H1MqBtfOQdykLV2XGXVchg>

Objectives:

- Develop and consider potential pathways the Communication Program Recommendation can proceed.

Meeting Agenda

1:00 pm Welcome, Roll Call

1:05 pm Review Transition of the Communication Program Recommendation to Today

Recap the previous DRIP conversations to the 2024 Communication Program recommendation

1:20 pm Potential Pathways for the Recommendation

Present and discuss pathway options along the DRIP Collaborative's spectrum of engagement; inform, complement, and lead

- Potential Inform Ideas: bring in subject matter experts from state, regional, and local levels to present on their experiences when messaging and communicating about drought, identify other potential entities for future presentations to the workgroup or the larger DRIP Collaborative
- Potential Complement Ideas: share DRIP Collaborative members experiences and lessons learned with others outside of DRIP who are preparing drought communication plans. Provide a how-to communicate and message drought between the different levels for a more cohesive message
- Potential Lead Ideas: what would an ideal communication program for the state be to message about drought - messaging a more complex understanding of drought; as a condition with different levels or thresholds of response capabilities; understanding when a drought starts or ends of a drought; understanding authorities; guidelines and examples of good practices

2:05 pm Next Steps for DRIP Collaborative Meeting in October

Workgroup members discussion on how to appropriately proceed with the potential pathways or suggest alternatives

2:25 pm Public Comment

2:30 pm Adjourn