



# Cosumnes Subbasin Public Communication & Engagement Plan

Focused Strategy for January – June 2021



# Proposed Approach

- Hold 2 Workshops  
(February and April/May)
- Promote workshops, general  
GSP development info, and  
online survey(s).

# Outreach Tactics

- Free Media (newspapers, radio, etc.)
- Posters/Flyers (local stores, schools, etc.)
- Social Media (Facebook, NextDoor)
- GSAs and Working Group Websites
- Mailers (postcards, tri-fold)
- Partner Organizations (Farm Bureau, Wilton History Group, UC Extension, FFA/4H, etc.)



# Proposed February Workshop Outline

- Background
  - SGMA Overview
  - Cosumnes Subbasin Status
  - What Happens if Solutions Don't Work
- What's being proposed to fix the problem?
  - Potential Projects and Management Actions
- How could this impact you?
  - Fees, meters, use restrictions
- Questions/Comments

## April/May Workshop Outline

- Background
- P&Mas
- Funding
- GSP Adoption/Implementation

# Outreach Committee Recommendation

- Workshops
  - Two public workshops (need date for February)
  - Proposed outline
  - Virtual (Zoom, Facebook, YouTube, Local TV)
    - Do GSAs want to explore in person options?
- Outreach Materials
  - Fact Sheet
  - Flyer/Poster
  - Mailer
  - Talking Points



**See PDF for  
more info!**