

# Cosumnes Outreach and Engagement Committee Meeting

Thursday, January 14, 2021

**Meeting Purpose:** Discuss upcoming public workshop approach and outreach efforts.

## Agenda Topics:

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- Review draft factsheet
- Plan outreach needs for Feb 24<sup>th</sup> public meeting

Attendees: Kathy, Linda, Austin, Barbara, Stephanie

## ACTION ITEMS

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### Factsheet Content

- To streamline document editing, Kathy/Austin to send Linda the compiled edits from Barbara, Austin, and Steph; Linda will add her edits in track changes.
- Steph to notify all O&E Committee members to send Kathy edits in track changes by 1/15.
- Kathy to incorporate edits and send to Steph by Tuesday 1/19 (Monday is a holiday).
- CBI to convert document into a more polished handout for O&E to review and continue to make edits.

### Technical Support

- Steph to send example Zoom guidance documents to Austin.
- Austin to review guidance resources and develop draft guidance (loop in CBI as needed).
- CBI to post technical guidance documents to website.

### Outreach Approach

- Kathy to draft press release (short paragraph).
- CBI to draft guidance for GSAs and partners on how to raise awareness about the Feb 24 event (list-serves, website postings, social media, etc.).
- CBI to convert factsheet 1-pager handout into other materials (e.g., trifold and mailer postcard).
- Austin to check if the factsheet should be translated to other languages in addition to Spanish.
- Barbara and Kathy to identify potential locations in their areas for posting/sharing hard copies of the factsheet.
- Linda to introduce Kathy and Austin (cc Steph) to Sac County's PIO Matt Robinson to explore potential media outreach approaches (e.g., news releases and PSA).
- Austin to review Communication & Outreach contact list and provide contact information where possible.
- Steph to contact Community Water Center and Self-Help Enterprises for advice on identifying community-based organizations that serve disadvantaged communities.

### Tribal Engagement (did not discuss at length)

- Austin and Linda to connect to discuss next steps for the draft Tribal letter.

## MEETING NOTES

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### Factsheet Content

- This factsheet is focused on engaging members of the public who have not been closely following SGMA activities and encouraging them to attend the February 24<sup>th</sup> public webinar.

- Discussed whether to have a single point of contact (POC) on this factsheet. A single POC is more streamlined for someone who's new to SGMA. Conversely, there are folks who want to know who is their GSA representative. Group recommended to try to include the full list of GSA POCs and contact information.
  - SE Sac County GW Authority was notified it was awarded the DOC grant; therefore the POC can likely be the new watershed coordinator for the next round of meetings (that person should be onboarded in the coming months).
- Desire to keep the content to two pages so it's a 1-page handout if printed. Some information could be consolidated (particularly under the first two paragraphs for 'Complying w/ SGMA').
- It may be helpful to have additional informational materials (e.g., another factsheet, FAQs, webpage storyboard, etc.) to provide supplemental information (e.g., general SGMA information, governance and decision-making process/authority, etc.).
- Steph is lining up CBI staff (Zoe Miller) who can help with the graphic design once the content is near to final.

### **Technical Support**

- Discussed offering technical support to members of the public unfamiliar with Zoom. Several potential approaches exist (e.g., provide how-to instructions, live-streaming, posting a recording, 1-on-1 set up support, tutorial workshops, etc.). The group acknowledged this is an important obstacle to help the public address, and in a way that does not inundate the POC with requests.
- Several guidance resources exist (Zoom has video tutorials, CBI has guidance docs).
- The group recommended phrasing as 'Questions about participating in the meeting, contact Austin'; Austin can loop in CBI if there are many requests (perhaps CBI schedules tutorial workshops).

### **Strategies for Public Meeting Outreach**

- Several outreach materials/methods to consider:
  - Factsheet(s) – as 1-pager handout, tri-fold brochure, webpage storyboard, etc.
  - Email list-serves (Cosumnes" mailchimp platform)
  - Press release (for free press and partners' newsletters)
  - Postcard Mailers
  - Brief text for social media to send to GSAs and partners w/ social media accounts
  - Locations for posting/sharing hard copies (e.g., bulletin boards, schools, offices, etc.)
  - News article (interview)
  - Televised PSA
- Factsheet can be converted into multiple outreach materials, such as the webpage "storyboard," press release, mailers, social media text, FAQs, Talking Points, etc.
- The O&E Committee confirmed that it develops the materials and sends electronic versions of the documents; the GSAs are responsible for printing/distributing hard copies, if they choose to do so. Some GSAs may not have the budget/capacity to print and mail/post hard copies.
- The group was unsure what social media accounts Working Group members have. Social media platforms like NextDoor will vary by neighborhood. Consider assigning/tracking members to post to different NextDoor groups.
- CBI can develop guidance to help GSAs (and partners) consider multiple outreach strategies (e.g., check if their local agency has an appropriate social media account, newsletter, announcements or events webpage; encourage their electeds to share through their social media accounts)

- Sacramento County's Public Information Office may be a potential resource to engage and explore timing and approach for utilizing the media (e.g., news releases and PSA). Linda can introduce Kathy and Austin.
- Group reviewed a draft outreach contact list to identify high priority contacts, particularly those who may have large network email distribution lists.
- Still to be considered: Need for a survey?