

**CALIFORNIA REGIONAL WATER QUALITY CONTROL BOARD
SAN DIEGO REGION**

RESOLUTION NO. R9-2016-0200

**ENDORISING THE SAN DIEGO WATER BOARD'S
2016 COMMUNITY OUTREACH STRATEGY:
PROACTIVE PUBLIC OUTREACH AND COMMUNICATION**

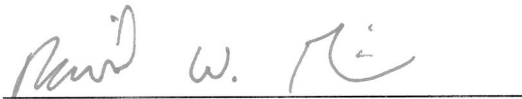
1. **WHEREAS**, the California Regional Water Quality Control Board, San Diego Region (San Diego Water Board or Water Board) adopted Resolution No. R9-2013-0153, A Resolution in Support of the San Diego Water Board's Practical Vision, entitled "*Healthy Waters, Healthy People*" on November 13, 2013¹; and
2. **WHEREAS**, Chapter 4 of the Practical Vision, entitled *Proactive Public Outreach and Communication* is devoted to increasing the San Diego Water Board's community outreach, public participation, and collaboration; and calls for the development of a Community Outreach Strategy with an emphasis on outreach to Environmental Justice and Disadvantaged Communities; and
3. **WHEREAS**, the Draft *2016 Community Outreach Strategy: Proactive Public Outreach and Communication* (Outreach Strategy or Strategy), was presented to the San Diego Water Board at its meeting on October 12, 2016 for Board Member discussion and comment; and
4. **WHEREAS**, the purpose of the Community Outreach Strategy is to guide the San Diego Water Board's outreach effort over the next four years as it continues to implement the Practical Vision. Specifically, the purpose of the Strategy is to guide the Water Board as it implements outreach that goes above and beyond its traditional regulatory outreach; and
5. **WHEREAS**, the Outreach Strategy is an internal document, intended primarily for the San Diego Water Board Members and staff, as well as, the State Water Board's Office of Public Participation; and
6. **WHEREAS**, the San Diego Water Board also plans to develop a public brochure that will provide basic information in multiple languages about who the Water Board is, what it does, how to access the Water Board, and how community members can meaningfully participate in the Water Board's policy and decision making processes; and
7. **WHEREAS**, the Outreach Strategy is structured around the following five general outreach goals:
 - a. Awareness (increase awareness of Water Board);
 - b. Accessibility (increase accessibility to Water Board);
 - c. Identification (identify stakeholders needs and concerns);

¹ http://www.waterboards.ca.gov/sandiego/water_issues/Practical_Vision/

- d. Information (foster two-way information exchange); and
 - e. Partnerships (partner to extend abilities and leverage limited resources); and
8. WHEREAS, the Outreach Strategy is further structured around the following six outreach priorities, each of which has been identified by the San Diego Water Board as a priority and described in one or more of its recently adopted resolutions:
- a. *Environmental Justice and Disadvantaged Communities* (Resolution No. R9-2015-0020);
 - b. *Recovery of Streams, Wetlands, and Riparian Systems* (Resolution Nos. R9-2015-0020 and R9-2015-0041);
 - c. *Tijuana River Valley Recovery Strategy and Five Year Action Plan* (Resolution No. R9-2015-0035);
 - d. *Strategy for Healthy San Diego Bay* (Resolution No. R9-2015-0086);
 - e. *Irrigated Agricultural Lands Pollution Reduction Program* (Resolution No. R9-2016-0063); and
 - f. *Recycled Water Production and Re-Use for a Sustainable Local Water Supply* (Resolution No. R9-2013-0153).
9. WHEREAS, the Outreach Strategy identifies specific objectives needed to address each of the six outreach priorities and to achieve the general outreach goals above; and
10. WHEREAS, consistent with the Outreach Strategy, during the past five years the San Diego Water Board conducted an annual series of small community outreach meetings with a cross section of stakeholder organizations throughout the Region and plans to continue these meetings into the future.
1. **THEREFORE, BE IT RESOLVED** that the San Diego Water Board endorses its *2016 Community Outreach Strategy: Proactive Public Outreach and Communication*; and
 2. BE IT FURTHER RESOLVED that, using existing budget authority, the San Diego Water Board has identified 1 Personnel Year (PY) for Outreach Coordination and has begun to, and will continue to, implement the goals, priorities, and objectives of the Outreach Strategy; and
 3. BE IT FURTHER RESOLVED that the San Diego Water Board commits to continuing its pursuit of the dedicated funding and staffing resources needed to fully implement the Outreach Strategy; and
 4. BE IT FURTHER RESOLVED that the San Diego Water Board will continue to support efforts by the State Water Board's Office of Public Participation to develop funding, position authority or other measures to further outreach statewide and seek placement of 1PY from the Office of Public Participation in the San Diego Water Board's Office to support or augment outreach efforts among the several southern California Regional Water Quality Control Boards and local offices of the State Water Board's Division of Drinking Water; and

5. BE IT FURTHER RESOLVED that, based on the Outreach Strategy goals, priorities, and objectives, the San Diego Water Board's Outreach Coordinator will identify projects, tasks, staff participation, staff hours and training needed in the annual Practical Vision Operational Plan, and will develop an annual Outreach Workplan to balance the outreach efforts with core work priorities; and
6. BE IT FURTHER RESOLVED that the San Diego Water Board directs the Executive Officer to work with its stakeholders and partners to develop a set of metrics to track and measure the effectiveness of its outreach activities and to report annually on its implementation of the Outreach Strategy; and
7. BE IT FURTHER RESOLVED that the San Diego Water Board will seek assistance from US EPA and the State Water Board's Office of Public Participation to engage the Tribal nations in the San Diego Region and include them in its outreach efforts; and
8. BE IT FURTHER RESOLVED that the San Diego Water Board will implement the Social Media Outreach Plan developed in 2016 to achieve the above goals and objectives; and
9. BE IT FURTHER RESOLVED that the San Diego Water Board will continue its website improvement project making its website more user friendly and will add special focus on the priorities described in the Outreach Strategy; and
10. BE IT FURTHER RESOLVED that the San Diego Water Board directs the Executive Officer to form at least one partnership with a stakeholder colleague committed to assisting in the implementation of the Outreach Strategy; and
11. BE IT FURTHER RESOLVED that the San Diego Water Board directs the Executive Officer to work with its stakeholders and partners to conduct an initial public workshop in early 2017 to explore novel approaches to issues in the Region's Environmental Justice and Disadvantaged Communities; and
12. BE IT FURTHER RESOLVED that the San Diego Water Board directs the Executive Officer to identify opportunities for its staff and Board Members to participate in public events (e.g., Earth Day, the Tijuana River Action Month, and the San Diego Watershed Summit).

I, David W. Gibson, Executive Officer, do hereby certify that the foregoing is a full, true, and correct copy of a resolution adopted by the California Regional Water Quality Control Board, San Diego Region on November 9, 2016.



David W. Gibson
Executive Officer

