

EXECUTIVE OFFICER SUMMARY REPORT
OCTOBER 12, 2016

ITEM:	8
SUBJECT:	Information Item: Update on the Outreach Efforts by the San Diego Water Board. (<i>Deborah Jayne</i>)
PURPOSE:	To provide San Diego Water Board Members and the public with an opportunity to review and comment on the DRAFT Public Outreach Strategy: <i>Proactive Public Outreach and Communication</i> (DRAFT Outreach Strategy). Staff will also provide a summary update of outreach efforts to date.
RECOMMENDATION:	None. This is an information item only; no action will be taken by the San Diego Water Board.
KEY ISSUES:	Staff is seeking San Diego Water Board member feedback direction on the DRAFT Outreach Strategy.
PRACTICAL VISION:	Enhanced public outreach is the central goal of Chapter 4 of the Practical Vision, <i>Proactive Public Outreach and Communication</i> . The DRAFT Outreach Strategy specifies the methods by which enhanced public outreach will be achieved by the San Diego Water Board.
DISCUSSION:	<p>Commencing in 2013, the San Diego Water Board initiated an annual series of face-to-face strategic community outreach meetings with a wide variety of small stakeholder groups throughout the San Diego Region. The meetings provide an opportunity for frank informal two-way dialog between the San Diego Water Board and attending stakeholders. The San Diego Water Board is represented by the Board Chairman, Executive Officer, and one or two other Board Members. The primary purpose of the meetings is for the San Diego Water Board to listen to the most important water quality related concerns of the stakeholders and to discuss ways of addressing them.</p> <p>Pursuant to Chapter 4 of the Practical Vision, staff has prepared the DRAFT Outreach Strategy for review and comment by San Diego Water Board members and the public. The DRAFT Outreach Strategy will be included in the supplemental agenda packet for today's meeting.</p>
LEGAL CONCERNS:	None.
SUPPORTING DOCUMENTS:	The DRAFT Outreach Strategy will be provided in the supplemental agenda packet.
PUBLIC NOTICE:	The notice for today's information item was provided in the meeting notice and agenda for the October 12, 2016 Board meeting which is posted on the San Diego Water Board's website.