

State of California  
Regional Water Quality Control Board  
San Diego Region

**SUPPLEMENTAL EXECUTIVE OFFICER SUMMARY REPORT  
OCTOBER 12, 2016**

ITEM: 8

SUBJECT: Information Item: Update on the Outreach Efforts by the San Diego Water Board. (*Deborah Jayne*)

PURPOSE: The purpose of this Supplemental EOSR is to share the draft Community Outreach Strategy: Proactive Public Outreach and Communication (Outreach Strategy) solicit directions or comments for the final Outreach Strategy and a tentative Resolution that may be considered by the San Diego Water Board in November 2016.

RECOMMENDATION: None. This is an information item only; no action will be taken by the San Diego Water Board.

KEY ISSUES: None.

PRACTICAL VISION: Enhanced public outreach is the central goal of Chapter 4 of the *Practical Vision: Proactive Public Outreach and Communication*. The draft Outreach Strategy specifies the methods by which enhanced public outreach will be achieved by the San Diego Water Board.

DISCUSSION: The scope and approach of the draft Outreach Strategy were developed based on the results and information gathered from outreach efforts from 2012 and 2016. The primary audience of this document is the Board Members and staff of the San Diego and State Water Resources Control Board and its purpose is to guide our implementation of it through the annual Practical Vision Operations Plan in coordination with the Office of Public Participation. A concise, easy to read summary for the public will be developed for broad distribution in multiple languages. The public version of this Outreach Strategy, as well as a tentative Resolution will be presented to the San Diego Water Board for its consideration in November 2016.

LEGAL CONCERNS: None.

SUPPORTING DOCUMENTS: 1. Draft Community Outreach Strategy

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.