

**WSAC Outreach Subcommittee Meeting
January 21, 2015**

Present: Charlie Kuetman, Doug Engfer, Greg Pepping, Erica Stanojevic, David Stearns
Absent: Peter Beckman

Sentinel Editorials

The Santa Cruz Sentinel has offered WSAC a monthly column for approximately 650 words to talk about what the committee is working on. The subcommittee discussed possible topics; one idea was to recap the most recent meeting. The subcommittee will discuss with the full committee at the February WSAC meeting. In the meantime, content for the first column is due prior to the February meeting so Greg volunteered to draft something for subcommittee review.

Action Items:

- **Greg** to write draft column for subcommittee review by **Friday night, January 23**.
- **Doug** to work on a draft editorial content calendar.

“Real Deal” Rename

The subcommittee discussed and agreed that the second phase of the committee’s work should be named something different than “Real Deal.” Real Deal doesn’t provide any context for the work the committee will be conducting in phase 2 and is a generic term. Charlie suggested using the term “Action.”

Action Items:

- **Eileen** to email the full committee with the suggestion that the second phase of work be renamed. “Action” will be proposed, but committee members will be asked for any other names they’d like to propose for consideration.

Phase 2 Outreach Objectives

The subcommittee discussed and agreed on the following objectives for phase 2 of their work:

- Community stakeholders have a clear understanding of the problem WSAC is trying to solve.
- Stakeholders are familiar with the broad range of proposals (to solve the problem) that the committee reviewed and analyzed.
- Stakeholders understand the process that WSAC used to develop their list of recommendations: that the group was consensus-based; that it included professional input; that there was an independent review panel; that the group evaluated political feasibility as well as technical feasibility.
- Customer awareness of the recommendations going to council is maximized.
- The community feels empowered to participate in the WSAC process.

The objectives will form the basis for developing tactics and strategies for outreach and engagement.

Civinomics

Erica shared an email she received from Civinomics offering to work on an infographic that describes WSAC’s process and progress. The group agreed that Erica should explore the idea further with Civinomics.

Action Item:

- **Erica** to forward email from Civinomics to outreach subcommittee members.
- Subcommittee members to provide feedback to **Erica ASAP** on the elements they'd like to see included in the infographic, from the list of elements provided by Civinomics.

NEXT MEETING FEBRUARY 18, 10:00-11:00AM, WATER DEPARTMENT CONFERENCE ROOM