



Strategizing the Monitoring Council's Future Direction

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Goal—form TWO Subcommittees:

- 1) Identify next steps for *updating the Council's Strategy and membership (30 min)*
- 2) Discuss potential approaches and next steps for *updating the MyWaterQuality portals (30 min)*

Subcommittee 1:
Updating the Council's
Strategy and Membership

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Prior Recommendations

1. Update the Council's Strategy

- ◆ Identify who the Council serves (e.g., the public, agency decision makers, or both).
- ◆ Continue to support emerging issues and high priority initiatives.
- ◆ Solicit input from the Secretaries for Natural Resources and CalEPA.

Prior Recommendations

2. **Modify the Council's membership**

- 💧 Identify ways to better engage key organizations within the Natural Resources Agency and CalEPA.
- 💧 Continue outreach with key representatives (e.g., IEP, DWR, and DPR).

Proposed Next Steps

Form Subcommittee (meet early January 2018):

1. *Develop approach for modifying Council membership* (e.g., broaden membership, dealing with vacancies etc.)
2. *Identify high priority issues and initiatives*, relevant to organizations within CalEPA and Natural Resources
3. Develop list of potential *representatives to engage those efforts and for Council membership*

Proposed Next Steps

Form Subcommittee (meet early January 2018):

4. *Seek guidance from Undersecretaries (early Feb 2018):*

- ◆ Are the identified initiatives in-line with their priorities
- ◆ Do they support the representatives proposed for Council membership
- ◆ What approach is preferred for engaging with the proposed representatives and initiatives (e.g., through the Undersecretaries?)

5. *Bring back to Council for approval (February 23, 2018):*

- ◆ Description of approach
- ◆ List of initiatives
- ◆ Potential members
- ◆ Feedback from Undersecretaries

Questions for Discussion

1. Do you support forming a subcommittee with these goals?
2. What Council members would like to participate?
3. Should the Council's membership be updated prior to updating its strategy—so that the strategy better reflects the needs of the organizations and initiatives the Council seeks to support?

Subcommittee 2:
Updating the
MyWaterQuality Portals



Prior Discussions

1. Triennial Audit (Dec 2014)

- Tracked portal use, but provided little interpretation or lessons learned.

2. Google Analytics (Aug 2017)

- Portals under utilized, with key exceptions (e.g., HABs, Safe to Swim, and Safe to Eat)—*those with data to download.*

3. Workgroup Feedback (ongoing)

- Seeking guidance for how to improve portal usefulness and/or usability.

Proposed Next Steps

1. Form Subcommittee (meet in early 2018), *composed of interested Council members and Workgroup Leads.*
2. *Evaluate prior google analytics* (lessons learned).
3. *Seek feedback regarding portals*—how can they be improved to better meet the needs of stakeholders.
4. *Develop survey regarding portal design and usefulness*, utilizing Council members to engage key stakeholders (resource managers, the public, tribes etc.).

Questions for Discussion

1. Do you support efforts to revisit the Council's strategy for the portals?
2. Should an updated portal strategy follow any updates to the Council's overall strategy?
3. Can workgroups propose changes in the interim?
4. Is question driven navigation required as workgroups update their portals?
5. Should the Council's portals all have a similar design?