

BACKGROUND

- **SCCWRP Commission periodically holds Strategic Planning meetings**
 - Opportunity to look beyond routine items and assess overall direction of the organization
 - The sixth such meeting was held last October
- **A number of action items were identified at the meeting**
 - Commission formed a joint committee with CTAG to flesh out some of those items
- **You asked me to report back to you one year later**
 - Were the action items identified at the meeting implemented?
 - Were they effective?

TYPES OF ACTIONS DISCUSSED AT THE MEETING

- **Improve the science-to-application transition process**
 - One of our organizational goals is to “Stimulate conversion of science to action”
 - SCCWRP develops tools, but staff should not be advocates for adoption
 - Adoption of new science is a policy decision that needs to be led by the Commission
- **Engage affected entities**
 - Part of SCCWRP’s success is having people most affected by our work at the table when we select, design and implement our research
 - However, many organizations affected by our research are not at the table
- **Build trust by enhancing transparency**
 - Trust occurs when people see what is coming down the pike – no surprises
 - They also need to understand their opportunities for engagement

IMPROVE SCIENCE TO APPLICATION TRANSITION

- **Strategy : Better differentiate Commission and CTAG meetings**
- **CTAG meetings should be about vetting our science**
 - Evaluate quality and readiness of products through the end-user lens
 - Identify additional studies that would enhance user confidence
- **Commission meetings should focus on policy discussions**
 - How do uncertainties in the science match the risk of using a new tool (or not using it)?
 - What additional activities should SCCWRP undertake to achieve readiness for adoption?
 - Further science development
 - More standardization
 - Training

CHANGES THAT RESULTED FROM THE MEETING

- **CTAG**

- Refined its process for reviewing manuscripts
- Helped develop a quality assurance strategy for SCCWRP data products
- Developing a readiness rating for each project the Commission hears about

- **Commission**

- Shortened the technical presentations to allow you more time for discussion
- Invited technology users to your meeting, asking them to share their thoughts on how/why they will/won't use the science

ENHANCING ENGAGEMENT

- **More proactive in interacting with various sectors**
 - SCCWRP is hosting and making more presentations at CASA meetings
 - We joined CASQA's Monitoring and Science Committee
 - We participated in CA Coastkeeper's annual planning meeting
- **More collaborative projects with member agencies**
 - Bight program is back to having in-person meetings and we can see a difference
 - We just began two new collaborative projects with CTAG
 - Tracking mass emissions to the ocean
 - Quantifying cost of ocean monitoring and the sources of those funds
- **We are supporting CASA's explorative effort to create an SMC-like research consortium that engages other wastewater utilities**

TRANSPARENCY

- **Publicize and broadcast Commission meetings**
 - Received positive feedback about webcasting, with requests to continue that practice
- **More encompassing new contract acceptance process**
 - Expanded the contract memo descriptions for larger projects
 - Verbal presentation before contract acceptance for projects CTAG thinks are influential
- **Improved data availability**
 - We have a new data portal that we presented to CTAG at their last meeting
- **Improved dissemination of our work**
 - We switched from an “opt-in” to an “opt-out” strategy for email communications
 - We are developing software that will quantify what our audience reads

UNFINISHED BUSINESS

- **More use of stakeholder and technical advisory committees**
 - Many projects deserve more feedback than we get in a 45-minute CTAG agenda item
 - Advisory committees meet multiple times for longer meetings throughout a project lifecycle
 - However, advisory committees take a lot of investment (on everyone's part)
 - Need a strategy for when we develop such committees and who gets invited to serve on them
- **Communications plan**
 - You deferred examination of our written communication plan, asking us to update it based on discussions at the strategic planning meeting
 - We have revised that document and it is available for your consideration