

Board Agenda

Special Meeting – Board Workshop

Thursday, May 28, 2026

Camrosa Board Room

7385 Santa Rosa Rd., Camarillo, CA 93012

1:00 P.M.

Call to Order

Public Comments

At this time, the public may address the Board on any item not appearing on the agenda which is subject to the jurisdiction of the Board. Persons wishing to address the Board should fill out a white comment card and submit it to the Board President prior to the meeting. All comments are subject to a 5-minute time limit.

Primary Agenda

1. ****Community Outreach Activity Discussion**

Objective: Receive and discuss stakeholders' values, priorities, and perspectives regarding goals and objectives for the Camrosa Water District as obtained through the Master Plan Outreach activities.

Action Required: No action required.

2. **Master Plan Development Activity Discussion**

Objective: Receive and discuss current activities related to the Master Plan Development.

Action Required: No action required.

3. **Master Plan Development Next Steps and Timeframe Discussion**

Objective: Discuss next steps and timeframes related to the Master Plan Development.

Action Required: No action required.

Adjournment

Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation to participate in a meeting should direct such request to Donnie Alexander at (805) 482-8514 at least 48 hours before the meeting, if possible.

Special Meeting
May 28, 2026

**Board of
Directors
Agenda Packet**

Board Memorandum

May 28, 2026

To: Board of Directors

From: Brad Milner, Assistant General Manager

Subject: Community Outreach Activity Discussion

Objective: Discuss Master Plan Outreach activities and stakeholders' values, priorities, and perspectives.

Action Required: No action is necessary; for information and discussion only.

Discussion: Camrosa selected HDR in November 2025 to provide community outreach programming to support development of the Integrated Master Plan (IMP). From December 2025 through May 2026, Camrosa implemented Task 1 of its community outreach and engagement program (Outreach Program) to support the development of the IMP. This Task focused on early, proactive engagement to introduce the IMP communication process, build public understanding of the District's roles and services, and gather meaningful community input before technical recommendations and implementation decisions are finalized. The Outreach Program was guided by principles of transparency, accessibility, and two-way communication to ensure that customer values and priorities help inform long-term planning.

This Task included a coordinated offering of engagement tools, including an online customer survey, a professionally designed and facilitated focus group, a community meeting, educational materials, and a promotional video. Together, these efforts balanced broad participation with more in-depth qualitative discussion. Additional details are provided below.

- **Online Survey.** The online survey reached more than 24,000 customers through a multichannel distribution strategy and provided valuable insight into customer awareness, priorities, and communication preferences. Survey results showed strong support for safe drinking water, reliable supply, and proactive infrastructure investment, alongside sensitivity to affordability and rate impacts.
- **Focus Group and Community Meeting.** The focus group and community meeting reached more than 46 customers and provided deeper context and clarification around survey findings. Participants consistently emphasized water quality, reliability, long-term resilience, and transparent decision-making as top priorities. There was notable interest in local water supply development, expanded use of recycled and non-potable water, and proactive maintenance of aging infrastructure. Participants also expressed appreciation for clear, practical communication and opportunities to better understand planning trade-offs, funding mechanisms, and how growth and development are considered in long-term water planning.

- **Educational Materials and the Promotional Video.** The educational materials and promotional video played a critical role in supporting engagement by improving baseline understanding of CWD's services, highlighting the complexity and value of water and wastewater operations, and introducing the purpose and importance of the IMP. These tools helped create consistency across outreach activities and supported informed participation by translating technical concepts into accessible, relatable information.

Overall, Task 1 outreach was successful in increasing awareness, identifying key community concerns, and establishing a strong foundation of trust and dialogue. The information documented in this Technical Outreach Report will inform technical analysis, refine communication strategies, guide project prioritization, and shape future engagement as the IMP progresses. Continued outreach that builds on these findings will be essential to maintaining transparency, supporting informed decision-making, and aligning long-term investments with community values.

Attachment:

- *Draft Technical Outreach Report, HDR, May 2026.*



Technical Outreach Report

Phase 1

December 2026 – May 2026

Camrosa Water District Community
Outreach and Engagement Services for
Integrated Master Plan Implementation

CAMROSA  **WATER
DISTRICT**
BUILDING WATER SELF-RELIANCE



TECHNICAL OUTREACH REPORT

Contents

| | |
|--|----|
| Technical Community Outreach Report..... | 2 |
| Executive Summary | 2 |
| Background | 3 |
| Purpose and Engagement Goals | 4 |
| Key Outcomes and Community Input..... | 6 |
| Survey | 6 |
| Promotional Video | 9 |
| Focus Group Meeting | 10 |
| Educational Materials | 11 |
| Community Meeting | 13 |
| Challenges and Lessons Learned | 14 |
| Next Steps and Recommendations | 15 |
| APPENDIX A: Survey | 18 |
| APPENDIX B: Focus Group Meeting Summary..... | 28 |
| APPENDIX C: Educational Materials | 37 |
| Newsletter | 38 |
| Postcards | 43 |
| Flyer | 45 |
| APPENDIX D: Community Meeting Summary | 47 |

TECHNICAL OUTREACH REPORT

Technical Community Outreach Report

Executive Summary

From December 2025 through May 2026, Camrosa Water District (CWD) implemented Phase 1 of its community outreach and engagement program (Outreach Program) to support the development of the Integrated Master Plan (IMP). This phase focused on early, proactive engagement to introduce the IMP communication process, build public understanding of the District's roles and services, and gather meaningful community input before technical recommendations and implementation decisions are finalized. The Outreach Program was guided by principles of transparency, accessibility, and two-way communication to ensure that customer values and priorities help inform long-term planning.

This phase included a coordinated offering of engagement tools, including an online customer survey, a professionally designed and facilitated focus group, a community meeting, educational materials, and a promotional video. Together, these efforts balanced broad participation with more in-depth qualitative discussion.

- The **online survey** reached more than 24,000 customers through a multichannel distribution strategy and provided valuable insight into customer awareness, priorities, and communication preferences. Survey results showed strong support for safe drinking water, reliable supply, and proactive infrastructure investment, alongside sensitivity to affordability and rate impacts.
- The **focus group and community meeting** reached more than 46 customers and provided deeper context and clarification around survey findings. Participants consistently emphasized water quality, reliability, long-term resilience, and transparent decision-making as top priorities. There was notable interest in local water supply development, expanded use of recycled and non-potable water, and proactive maintenance of aging infrastructure. Participants also expressed appreciation for clear, practical communication and opportunities to better understand planning trade-offs, funding mechanisms, and how growth and development are considered in long-term water planning.
- The **educational materials and the promotional video** played a critical role in supporting engagement by improving baseline understanding of CWD's services, highlighting the complexity and value of water and wastewater operations, and introducing the purpose and importance of the IMP. These tools helped create consistency across outreach activities and supported informed participation by translating technical concepts into accessible, relatable information.

TECHNICAL OUTREACH REPORT



Awareness



Identify Concerns



Establish Trust



Overall, Phase 1 outreach was successful in **increasing awareness, identifying key community concerns, and establishing a strong foundation of trust and dialogue.** The information documented in this Technical Outreach Report will inform technical analysis, refine communication strategies, guide project prioritization, and shape future engagement as the IMP progresses. Continued outreach that builds on these findings will be essential to maintaining transparency, supporting informed decision-making, and aligning long-term investments with community values.

Background

Task 1 was undertaken to establish a strong, community-informed foundation for the development of CWD's IMP. Its primary purpose was to introduce the IMP process, increase awareness of Camrosa's roles and services, and gather public input before technical recommendations and implementation decisions were finalized. The task emphasized proactive, transparent engagement so that community values, concerns, and expectations could inform long-term planning efforts from the outset.

To support these objectives, CWD implemented a coordinated Outreach Program that included an online customer survey, a focus group, a community meeting, educational materials, and a promotional video. Collectively, these activities provided quantitative and qualitative insight into customer priorities related to water supply reliability, infrastructure investment, affordability, and governance. The information gathered through Task 1 informs technical analysis, identifies knowledge gaps and communication needs, and supports project prioritization and future engagement strategies. This Final Technical Memo documents and synthesizes these activities, providing a clear record of community input and its application as the IMP advances.

TECHNICAL OUTREACH REPORT

Purpose and Engagement Goals

The purpose of this Technical Outreach Report is to document, synthesize, and analyze the community outreach and engagement activities conducted during Phase 1 of the District's IMP process. This memo serves as a formal record of how outreach was implemented, who participated, what input was received, and how that feedback can inform subsequent planning phases. It provides CWD leadership and staff with a clear summary of engagement outcomes to support informed decision-making and future actions.

This memo also establishes accountability by demonstrating how community input was actively sought and integrated early in the planning process. By capturing key themes, concerns, questions, and priorities raised through surveys, meetings, and other engagement tools, the report creates a shared understanding of customer perspectives and expectations. This memo serves as a reference for IMP development and a foundation for ongoing communication and engagement as the project advances.

Engagement Goals

In this phase, engagement was designed to lay the groundwork for a transparent, inclusive, and community-informed IMP. The primary goal was to introduce the IMP process and the District's role and services in a way that builds understanding and trust, while gathering early input before technical alternatives and investment decisions are finalized. Engagement during this phase emphasized education, clarity, and two-way communication rather than consensus building around specific projects or costs.

TECHNICAL OUTREACH REPORT



Increase Customer Awareness



Understand Community Priorities



Identify Information Gaps



Testing Planning Tradeoffs



Create Accessible Opportunities

Specific engagement goals for Phase 1 included:

- Increasing customer awareness of CWD's responsibilities, infrastructure systems, and the value of essential water and wastewater services.
- Establishing a baseline understanding of community priorities, values, and concerns related to water supply reliability, infrastructure investment, affordability, growth, and long-term resilience.
- Identifying information gaps, misconceptions, and topics requiring clearer explanation to guide future communications and outreach materials.
- Testing messages, concepts, and planning trade-offs to understand how customers interpret and respond to long-term planning efforts.
- Creating accessible opportunities for participation through multiple formats like digital, written, and in-person to reach a broad cross-section of the community.

TECHNICAL OUTREACH REPORT

Key Outcomes and Community Input

Survey

Purpose

An online survey was developed and implemented to capture broad customer input and serve as a primary tool for gathering statistically meaningful community insights during the early stages of outreach.

Survey questions were created to assess overall awareness of District services, better understand community perspectives and communication needs, explore ratepayer priorities, evaluate preferences for IMP-related projects, and capture values related to water supply reliability, infrastructure improvements, environmental stewardship, and potential rate impacts.

Methodology

To expand accessibility and participation, the survey was optimized for smartphones, tablets, and screen readers to ensure it is accessible to individuals with visual or cognitive disabilities. Paper versions of the survey were also made available at the District office and, upon request, to individuals who preferred printed materials.

In addition, a QR code linking directly to the survey was included in promotional materials, featured at public meetings, and displayed at the District office to streamline participation and increase visibility. The survey was also placed on the District's website to provide easy access for ratepayers seeking project information. The survey remained open for approximately two months. A comprehensive report regarding the survey findings is provided below.

These outreach methods were intentionally selected to reach both digitally engaged audiences and community members who prefer or rely on printed materials.

Key Findings

The survey was disseminated through a multi-modal outreach strategy, including targeted email distribution, direct-mail postcard outreach, bill insert notifications, as well as being posted on the website's homepage, community resources page, and on social media, reaching a total of 50,050 customers.

TECHNICAL OUTREACH REPORT

Specifically:

- The email newsletter was distributed to 4,426 subscribers.
- Approximately 10,500 postcards were mailed to residents within the service area.
- Survey notifications were included with the March and April bills sent to 8,460 customers.
- Seven social media posts across Instagram, Facebook, and Nextdoor garnered 1,331 impressions.
- The website homepage and community resources page garnered 26,663 views.

The combined outreach approach increased visibility and supported broad community participation across multiple communication platforms.



51,380
Customers



4,426
eNewsletters



10,500
Postcards



1,331
Impressions



26,663
Web Views

TECHNICAL OUTREACH REPORT



Collectively, these efforts ensured broad geographic and demographic coverage and provided multiple entry points for the public to access the survey and provide input.

Overall, the survey results show that:

- Ratepayers place the highest value on safe drinking water, a reliable water supply, and the maintenance of water infrastructure.
- Most respondents were homeowners who receive drinking water service. Many fell into two groups: newer customers (one to five years) and long-term customers (more than 10 years).
- Familiarity and satisfaction with the District were generally positive, and respondents strongly supported investment in aging infrastructure.
- Support for rate increases was more cautious, with affordability, fixed incomes, and higher water bills emerging as key concerns.

The responses also indicate that future outreach should clearly connect infrastructure needs to water quality, reliability, and the responsible use of funds, and that email and bill inserts, supported by website updates, are the most effective communication channels. See the full survey analysis and recommendation details in [Appendix A](#).

Recommendations

Additional outreach efforts should continue emphasizing mobile-friendly design, accessible communication tools, and simplified participation methods such as QR codes and online access links. Future surveys may also benefit from targeted outreach to underrepresented customer segments to further strengthen participation and improve the diversity of community feedback.

TECHNICAL OUTREACH REPORT

Promotional Video

Purpose

The goal of the promotional video was to highlight the District's vision, purpose, values, principles, and mission. The video provided an inside look at CWD and what the agency represents to the community it serves. The video was designed to build understanding and trust by explaining the District's history, services, and care. The final video can be viewed here: [CWD Video](#)

Core purposes included:

- Highlighting the value of the District's services by helping people understand what the agency does and how it affects their lives
- Building trust and credibility by showcasing local stewardship and service.
- Embodying relatability by including staff, leadership, in a way that humanizes Camrosa and does not feel bureaucratic
- Creating awareness surrounding the master planning process and preparing the public for conversations about rates, infrastructure development, and long-term planning
- Emphasizing common values and shared goals

Methodology

The promotional video was developed as part of the Phase 1 outreach and communications strategy to support public education and awareness efforts. The video was introduced during the focus group meeting and community meeting and has since been shared with District staff and project participants.

The video will continue to be distributed through scheduled e-communications, social media platforms, the District's website, and the District's YouTube channel to support ongoing outreach and engagement efforts.

Key Findings

Initial distribution of the video reached District staff, focus group participants, and attendees of the public meeting. Early feedback indicated that visual storytelling and direct messaging helped improve understanding of the District's role, services, and long-term planning efforts.

The video also supported broader outreach objectives by helping establish a more relatable and transparent public image while reinforcing consistent messaging across outreach activities.

TECHNICAL OUTREACH REPORT

Recommendations

Future outreach efforts should continue incorporating visual and multimedia communication tools to support public education and engagement. Promotional videos can help simplify technical concepts, increase accessibility, and strengthen community understanding of long-term planning initiatives.

The promotional video should continue to be promoted through the District's website, YouTube channel, social media platforms, and future outreach campaigns to maximize visibility and long-term public engagement.

Focus Group Meeting

Purpose

The HDR team organized and facilitated a focus group to gather qualitative insights from a representative sample of community customers to include resident and business groups. The session was designed to test key messages related to reliability, infrastructure renewal, and the pace of investment, as well as to explore customer trade-offs among cost, reliability, and environmental stewardship. The discussion assessed customer perceptions of the value provided through delivering safe, clean, and reliable drinking water, wastewater treatment, and non-potable and recycled water supplies.

Methodology

A facilitation guide and meeting materials were developed to guide discussion and encourage detailed feedback. District staff assisted with participant recruitment and meeting coordination.

The focus group was held on April 7, 2026, and included 18 residential and business customers representing a range of experiences, expectations, and concerns. The meeting was conducted in person and featured interactive exercises to help inform the IMP. Topics included customer priorities, message and value testing, trade-offs, scenario planning, and media materials.

Key Findings

Focus group members emphasized the importance of high-quality, reliable water service, while also highlighting affordability, long-term resilience, and fair, transparent planning. Participants expressed strong interest in local water supply development, expanded use of recycled and non-potable water, proactive infrastructure investment, and preparedness for drought and emergency conditions.

Participants responded most positively to communications that were practical, credible, and easy to understand. They also favored planning approaches that balance urgency with flexibility and that include clear justification for future investments.

TECHNICAL OUTREACH REPORT

Feedback collected during the session also underscored the importance of direct, accessible, multi-channel communication and demonstrated that participants valued the opportunity to provide meaningful input to CWD's future planning. For a full report, see [Appendix B](#).

Recommendations

Based on the positive outcomes of this engagement, it is recommended that the agency continue and expand the use of facilitated focus groups as a key outreach tool. The session demonstrated the strong value of gathering detailed customer feedback to inform planning and communications efforts.

Additional focus groups that include broader customer segments would further strengthen customer trust, refine messaging, validate planning assumptions, and support customer-centered, well-informed decision-making.

Educational Materials

Purpose

The HDR team developed key internal messaging and talking points to establish a clear communication roadmap for the agency. By aligning leadership and staff around shared themes, such as the value of essential water and wastewater services, the role of skilled professionals and infrastructure behind every drop, and the importance of strategic, community-driven planning, the team promoted consistency and clarity. This foundation supported effective internal coordination while also shaping confident, credible public conversations focused on reliability, public health, affordability, and long-term stewardship. See Key Messages in [Appendix C](#).

Methodology

HDR updated the District's informational flyer, which was distributed to approximately 150 customers and residents, US Congressional members, and staff. The flyers were distributed at the Focus Group #1 Meeting on April 7th and at the Community Meeting on April 30th, and were also made available in the lobby of the Camrosa Headquarters Building. See the informational flyer in [Appendix C](#).

HDR, in conjunction with the Camrosa Water District, developed an email campaign that featured the Spring Newsletter. The campaign directed recipients to attend the Community Meeting on April 30th, participate in the Customer Survey, enroll in the New Customer Portal, and attend upcoming facility tours. During initial research, it was determined that the community's digital readiness would support effective digital engagement.

The Spring Newsletter was distributed via email by the District and reached 4,426 individuals. Of these, over 58% opened the email, indicating strong interest and overall involvement. See [Appendix C](#).

TECHNICAL OUTREACH REPORT

During this phase, CWD also developed and distributed two postcards as part of the overall outreach and engagement strategy. These mailers served as direct notification tools, ensuring that households within the project area were informed about the project's purpose, key milestones, and upcoming engagement opportunities. Postcards were intentionally used to reach community members who may not regularly engage with digital platforms, thereby supporting broad and equitable access to project information.

Each postcard focused on a specific engagement opportunity and directed recipients to additional information through a QR code and web link. One postcard promoted the community survey and was distributed to approximately 10,500 individuals to encourage early participation and feedback. A second postcard advertised the community meeting, reaching approximately 8,200 individuals and providing residents with advance notice and information on how to participate. See postcards in [Appendix C](#).

Key Findings

The combined outreach efforts helped increase awareness of engagement opportunities and reinforced CWD's commitment to transparent, inclusive communication with the community.

The email campaign demonstrated strong digital engagement, with more than 58 percent of recipients opening the Spring Newsletter. The combination of digital and print outreach materials supported broad community awareness and helped reach both digitally engaged audiences and residents who rely on traditional communication methods.

Recommendations

Future outreach efforts should continue using a combination of digital and print communication tools to maximize community awareness and participation. Continued use of targeted email campaigns, informational flyers, and mailed postcards would support inclusive outreach and improve accessibility for a broad range of community members.

Additional outreach materials should continue emphasizing clear, practical messaging focused on reliability, affordability, infrastructure investment, and long-term stewardship to maintain public trust and encourage ongoing community participation.

TECHNICAL OUTREACH REPORT

Community Meeting

Purpose

The community meeting was designed as a key engagement milestone following the launch of the customer survey and completion of the focus group meeting. Its primary purpose was to address topics and questions not fully explored through earlier outreach efforts while providing an interactive, in-person forum for education, clarification, and dialogue.

The meeting aimed to help community members better understand Camrosa Water District's roles, responsibilities, and the value of the essential services it provides, while also introducing core concepts and values related to strategic planning. In addition, the meeting served as an opportunity to build awareness and enthusiasm for the IMP process, including the debut of the District's promotional video.

Structured with a short presentation, Q&A, and an open house format, the meeting maximized accessibility, two-way communication, encouraged direct interaction with District staff, and created space to identify potential concerns or barriers. Overall, the meeting successfully broadened engagement beyond targeted stakeholders and strengthened connections with a larger and more diverse cross-section of customers.

Methodology

A total of 12 staff and project team members facilitated the meeting, including representatives from Camrosa Water District, and the HDR team. Approximately 25 to 30 community members attended in person and/or virtually. Attendees represented a cross-section of District customers from multiple service areas, providing a range of perspectives on water supply, infrastructure, rates, and future planning.

During the public meeting, approximately 12 questions and comments were received during the formal Q&A session. Topics included backflow requirements, groundwater management, recycled and non-potable water, development impacts, drainage concerns, rates, and infrastructure funding.

During the open house portion of the evening, an additional 22 comments and conversations were documented in the interactive station discussions, enabling deeper exploration of service priorities, technical system details, and planning assumptions. One written comment card requested the inclusion of non-potable water service for a specific area in the IMP.

TECHNICAL OUTREACH REPORT

Key Findings

Feedback received during the meeting revealed consistent themes, including a strong desire for clearer and more proactive communication about water governance and decision-making. Participants also expressed concern about growth, development, and long-term water supply reliability, as well as fairness, affordability, and transparency in rates and cost allocation.

Community members highlighted the importance of infrastructure reliability, maintenance, and drainage improvements. Participants also expressed interest in non-potable and recycled water as strategies to strengthen resilience and reduce potable demand. In addition, attendees demonstrated notable interest in the technical aspects of the District's water system and future planning efforts.

The meeting demonstrated the value of interactive, in-person engagement by creating opportunities for detailed discussion, direct staff interaction, and broader public participation.

Recommendations

Key next steps include incorporating community feedback into the IMP framework, particularly around communication clarity, water supply reliability, growth assumptions, and cost transparency.

Continued outreach should emphasize plain-language education on District roles, funding, and planning decisions, while clearly linking long-term strategies to community priorities and everyday service impacts.

Future engagement opportunities, including additional community meetings and draft plan reviews, should build on the momentum generated through this effort and continue supporting accessible, two-way communication with District customers. For the full community summary report, see [Appendix D](#).

Challenges and Lessons Learned

Phase 1 outreach highlighted several challenges associated with early-stage infrastructure and master planning efforts involving complex technical topics and diverse customer audiences. One of the primary challenges was varying levels of baseline understanding about the District's roles, governance structure, and the complexity of its water and wastewater systems. While many participants were highly engaged and interested in technical details, others required foundational education before they could meaningfully evaluate planning concepts or provide informed feedback. This reinforced the need to balance education with information gathering and to clearly distinguish between decisions being explored and those not yet made.

TECHNICAL OUTREACH REPORT

Another challenge was addressing concerns related to affordability, growth, and long-term water supply without prematurely focusing on rate impacts or specific capital projects. Customers consistently expressed concern about who pays, fairness in cost allocation, and the effects of future development on water reliability. At the same time, Phase 1 was intentionally designed to gather values and priorities rather than advance funding or rate decisions. As a result, outreach efforts needed to clearly communicate objectives, manage expectations, and reinforce the purpose of each engagement activity.

The outreach effort also revealed practical lessons about engagement formats and communication channels. Interactive, facilitated settings such as the focus group and station-based community meetings were particularly effective in fostering trust, encouraging candid dialogue, and surfacing nuanced perspectives that may not emerge through surveys or e-communication alone. However, these formats required significant coordination, staffing, and preparation to ensure consistent messaging and accurate documentation of feedback and discussion.

In contrast, the survey proved valuable in reaching a broad segment of customers, but results benefited from being interpreted along with qualitative input to provide appropriate context and depth. Phase 1 also reinforced the importance of clear, plain-language communication and strong internal alignment. Participants responded most positively to messages that were practical, credible, and connected technical planning concepts to everyday service impacts.

Internally, the development of shared messaging and talking points helped maintain consistency across outreach activities and allowed staff and consultants to respond more effectively to community questions. Overall, these lessons demonstrate the importance of integrating education, transparency, and flexibility into future phases of engagement while continuing to refine outreach strategies based on community feedback and evolving project needs

Next Steps and Recommendations

Value of Outreach Services Provided in Phase 1

Phase 1 outreach delivered significant value by establishing a foundation of awareness, trust, and shared understanding between CWD and its customers before advancing technical recommendations. The combination of survey data, facilitated discussions, educational materials, and two-way engagement provided valuable community input and feedback.

TECHNICAL OUTREACH REPORT

These services helped clarify community priorities, identify concerns early, test messaging, and identify where additional education was needed. Phase 1 outreach also created a defensible, transparent record demonstrating that customer values and perspectives were actively considered at the outset of the IMP process, reducing the risk of misalignment or opposition later in the project.

How Outreach Tactics Come Together for the Integrated Master Plan

The outreach tools used in Phase 1 were intentionally designed to work as an integrated system rather than standalone activities. The survey provided broad, statistically meaningful insight into customer priorities and communication preferences. The focus group and community meeting added context and nuance, allowing participants to ask questions, react to trade-offs, and explore technical concepts.

Educational materials and the promotional video helped establish a consistent baseline understanding and ensured participants could engage more meaningfully. Together, these tactics informed planning assumptions, shaped communication strategies, and laid the groundwork for presenting the IMP in a way that reflects both technical needs and community values.

Key Lessons Learned

Several key lessons emerged from Phase 1. First, early education is essential as many customers want to engage but need clear explanations of District roles, governance, funding mechanisms, and system complexity before weighing in on long-term decisions.

Second, customers are willing to discuss investment and change when trade-offs are explained clearly, honestly, and in plain language. Third, interactive, facilitated engagement formats produce higher-quality feedback and build greater trust than one-way communication alone.

Finally, consistent internal messaging and project coordination are critical to ensuring responsiveness, clarity, and credibility during public engagement.

Recommendations and Next Steps for Phase 2

Phase 2 should shift from information gathering to consensus building by focusing on validation, refinement, and shared understanding of the draft IMP. Key recommendations include:

- Clearly communicate how Phase 1 feedback influenced planning assumptions, priorities, and recommended strategies through a ("What We Heard and How It Shaped the Plan framework").

TECHNICAL OUTREACH REPORT

- Translate technical findings into customer-focused narratives that explain why actions are needed, what risks are being addressed, and what happens if investments are delayed.
- Provide structured opportunities for customers to understand and respond to trade-offs related to timing, funding approaches, levels of service, and potential rate impacts.
- Maintain plain language, multi-channel communication, supported by accessible summaries of the draft IMP.

Recommendations by Engagement Type and Value of Repeating Phase 1 Approaches

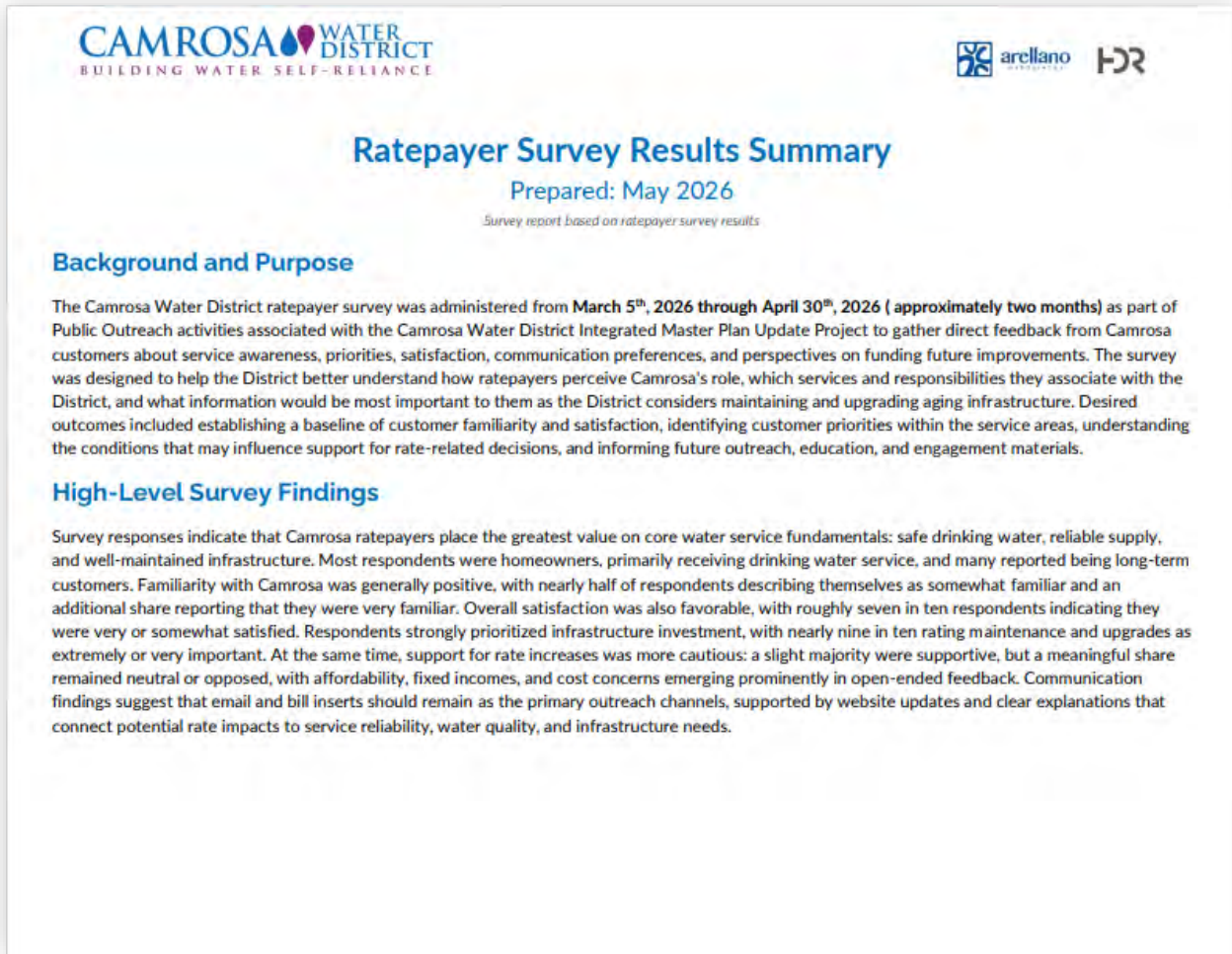
Many Phase 1 engagement formats should be continued or adapted in Phase 2, with refinements to support consensus building:

- **Digital Engagement Strategy and Campaign:** Consider adding digital engagement efforts like e-communication, social media posts, and paid advertisements prior to going out to the public to maximize awareness.
- **Survey:** Consider a shorter follow-up survey focused on validating support for proposed strategies and understanding remaining concerns.
- **Focus Groups:** Continue with a facilitated focus group to include an expanded or target audience to test reactions to the draft IMP and funding scenarios.
- **Community Meetings:** Host additional open-house-style or workshop meetings to present the draft Plan, answer questions, and collect feedback in real-time.
- **Educational Materials and Video:** Update and expand materials to reflect draft recommendations and clearly explain benefits, costs, and trade-offs.

Repeating these tactics, while evolving their focus from "listening" to "validating and refining" will offer significant benefits. Familiar formats lower barriers to participation, build continuity, and reinforce trust, while allowing CWD to demonstrate responsiveness and accountability as the IMP moves toward adoption and implementation.

TECHNICAL OUTREACH REPORT

APPENDIX A: Survey



TECHNICAL OUTREACH REPORT

Recommendations

1. Keep Core Water Service as the Central Narrative

Survey insight: Ratepayers overwhelmingly value safe drinking water, reliable supply, and well maintained infrastructure above all else.

Recommendations

- Anchor all strategic planning, budgeting, and public-facing messaging around these three fundamentals.
- When discussing any initiative - capital projects, operational changes, or rates - clearly state how it protects water quality, reliability, or infrastructure.
- Avoid diluting communications with less relevant topics unless they are directly connected to core service delivery.

2. Proactively Communicate the Need for Infrastructure Investment

Survey insight: Nearly nine in ten respondents consider infrastructure maintenance and upgrades extremely or very important.

Recommendations

- Continue prioritizing infrastructure reinvestment, particularly aging assets tied to drinking water delivery and reliability.
- Shift from reactive to proactive storytelling: explain infrastructure needs before failures occur.
- Use simple, visual explanations (before/after photos, system maps, lifecycle timelines) to show what infrastructure investment accomplishes.
- Reinforce that ongoing maintenance is a form of cost control that prevents larger, more disruptive expenses later.

3. Handle Rate Conversations with Care, Transparency, and Empathy

Survey insight: Support for rate increases exists but is cautious; affordability and fixed-income concerns are prominent.

TECHNICAL OUTREACH REPORT

Recommendations

- Treat rate discussions as trust-building opportunities, not just financial exercises.
- Clearly explain:
 - Why increases may be needed
 - What specific projects or improvements funds will support
 - What risks exist if investments are delayed
- Acknowledge affordability concerns directly, especially for long-term customers and those on fixed incomes.
- Highlight internal cost-control efforts and efficiencies already in place.
- Where feasible, communicate available assistance programs, phased increases, or other mitigation measures.

4. Align Rate Justifications with What Drives Support

Survey insight: Support for rate increases is most influenced by links to water quality, supply reliability, and infrastructure.

Recommendations

- Avoid framing rates around abstract financial needs or regulatory requirements alone.
- Explicitly connect any proposed rate adjustment to:
 - Drinking water safety
 - System reliability during droughts or emergencies
 - Replacement of aging or vulnerable infrastructure
- Use consistent language so customers repeatedly hear the same rationale across platforms.

5. Strengthen Education About Camrosa's Role and Responsibilities

Survey insight: While familiarity is generally positive, a notable portion of customers remain only slightly familiar or unsure of Camrosa's full responsibilities.

TECHNICAL OUTREACH REPORT

Recommendations

- Continue basic education about what Camrosa does and does not do, especially relating to infrastructure, wastewater, and fire protection.
- Use short, plain-language explanations in bills, emails, and the website (e.g., "What your water bill pays for").
- Reinforce Camrosa's role as a steward of long-term community infrastructure, not just a monthly service provider.

6. Prioritize Email and Bill Inserts as Primary Communication Tools

Survey insight: Email is the top preferred channel, followed by bill inserts; website plays a supporting role.

Recommendations

- Make email the primary channel for major updates, project explanations, and rate-related information.
- Continue bill inserts for high-visibility issues, recognizing they reach customers who may not engage digitally.
- Ensure messages across email, bill inserts, and the website are aligned and mutually reinforcing.
- Use the website as a resource linked from emails and inserts, rather than the sole information source.

7. Respect Preferences for Limited Communication While Offering Opt-In

Survey insight: Interest in additional updates is evenly split.

Recommendations

- Use an opt-in approach for more detailed or frequent communication (e.g., project updates, planning efforts).
- Clearly differentiate between:
 - Essential communications (bills, major service or rate information)
 - Optional updates for those who want more detail
- This approach helps maintain goodwill among customers who prefer minimal outreach.

TECHNICAL OUTREACH REPORT

8. Leverage High Satisfaction as a Foundation

Survey insight: Roughly 70% of respondents are satisfied, but neutral sentiment remains significant.

Recommendations

- Treat current satisfaction levels as "earned trust" that must be maintained through consistency and transparency.
- Share progress updates that demonstrate follow-through on priorities identified in the survey.

9. Use Survey Feedback as an Ongoing Engagement Tool

Survey insight: Open-ended responses provided clear direction on priorities and concerns.

Recommendations

- Reference survey findings in public discussions to show customers their input is being used.
- Consider periodic, shorter "pulse" surveys ahead of major decisions to track sentiment shifts.
- Incorporate survey insights into Board presentations and staff planning documents to keep customer priorities visible.

Overall, Camrosa ratepayers strongly support the District's mission to provide safe, reliable water and maintain critical infrastructure, but they expect clear explanations, fiscal responsibility, and empathy around costs. By consistently tying investments and rates to core service outcomes and communicating through preferred channels with transparency, Camrosa can reinforce trust and sustain community support for long-term system needs.

TECHNICAL OUTREACH REPORT

Question 1 – Which best describes your relationship to the property served by Camrosa.



Most respondents were residential homeowners, with single-family homeowners representing 75.35% of responses and condo/townhome homeowners representing 20.07%. This means the survey findings are primarily reflective of residential ratepayer perspectives, with renters, commercial properties, agricultural customers, and other categories representing a much smaller share of responses.

Question 2 – What type of service do you receive from Camrosa?



Drinking water service was the most common service received, selected by 93.24% of respondents. Wastewater/sewer service was also a significant service area at 25.19%, while smaller shares reported receiving non-potable water service or were not sure what type of service they receive.

Question 3 – How long have you been a Camrosa customer?



The respondent pool included both newer and long-term customers: 44.93% have been Camrosa customers for 1 to 5 years, while 40.95% have been customers for more than 10 years. This mix provides input from customers with recent service experiences as well as those with a longer-term perspective on District operations.

Question 4 – Before taking this survey, how familiar were you with Camrosa?



Familiarity with Camrosa was generally positive, with 47.32% of respondents saying they were somewhat familiar and 20.07% saying they were very familiar. However, 23.04% were only slightly familiar and 9.55% were not familiar at all, indicating an opportunity to continue education and outreach about the District's role and services.

TECHNICAL OUTREACH REPORT

Question 5 – To your knowledge, which of the following is Camrosa responsible for?



Respondents strongly associated Camrosa with providing safe drinking water (95.23%), ensuring water supply reliability (91.25%), maintaining infrastructure (84.10%), and rate setting and billing (80.72%). Awareness was lower for fire protection and wastewater treatment, suggesting that outreach may need to clarify the full range of Camrosa's responsibilities.

Question 6 – In one short sentence, how would you describe what Camrosa does?



Open-ended responses most frequently centered on drinking water, potable water, service, supply, and reliability. Overall, respondents tend to describe Camrosa primarily as a water provider responsible for delivering safe and reliable water service to the community.

TECHNICAL OUTREACH REPORT

Question 7 - Please rank the following priorities in order of importance to you?



When asked to rank priorities, respondents placed providing safe drinking water first, followed by ensuring water supply reliability and maintaining water infrastructure. Wastewater treatment, emergency water supply planning, and rate setting and billing ranked lower, reinforcing that customers place the greatest importance on core water quality and reliability functions.

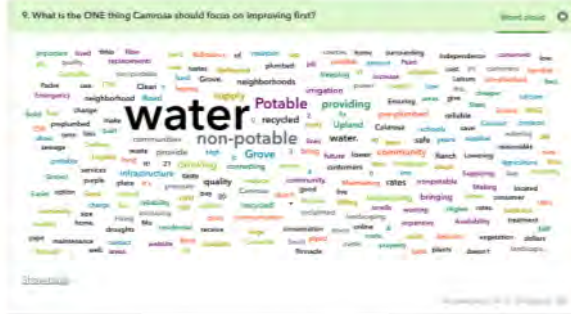
Question 8 - How satisfied are you with Camrosa's current service overall?



Overall satisfaction with Camrosa's current service was favorable, with 36.18% very satisfied and 36.38% somewhat satisfied. Neutral responses accounted for 18.69%, while combined dissatisfaction was under 8%, suggesting a generally positive service perception with some room for continued improvement.

TECHNICAL OUTREACH REPORT

Question 9 – What is the ONE thing Camrosa should focus on improving first?



Open-ended responses about what Camrosa should improve first emphasized water, potable and non-potable supply, irrigation, infrastructure, reliability, and community service. These responses suggest that customers want improvements focused on core service delivery, water availability, and infrastructure performance.

Question 10 – How important is it to you that Camrosa invests in maintaining and upgrading aging infrastructure?



Respondents strongly supported investment in maintaining and upgrading aging infrastructure, with 46.52% rating it extremely important and 42.94% rating it very important. No respondents selected slightly important or not important, demonstrating broad recognition that infrastructure maintenance is a high priority.

Question 11 – If needed to fund critical improvements, how supportive would you be of rate increases?



Support for rate increases to fund critical infrastructure improvements was more measured, with 53.68% of respondents very or somewhat supportive. However, 23.66% were neutral and 21.07% were somewhat or very opposed, indicating that any future rate discussion will need clear justification, transparency, and affordability considerations.

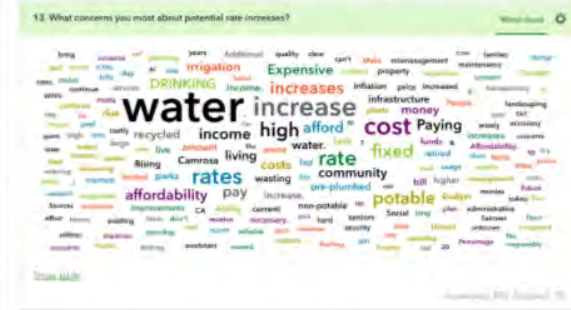
Question 12 – Which factors would most influence your support for a rate increase?



The strongest factors influencing support for a rate increase were providing safe drinking water (61.23%), ensuring water supply reliability (52.68%), and maintaining water infrastructure (41.95%). This indicates that respondents may be more receptive to funding discussions when the need is clearly connected to water quality, reliability, and essential infrastructure.

TECHNICAL OUTREACH REPORT

Question 13 – What concerns you most about potential rate increases?



Open-ended concerns about potential rate increases focused heavily on cost, affordability, fixed incomes, and the burden of higher water bills. These findings point to the importance of explaining why improvements are needed, how funds would be used, and how impacts on customers can be managed.

Question 14 – How do you currently receive information from Camrosa?



Respondents currently receive information from Camrosa primarily through bill inserts (53.28%) and email (41.35%). Website use was lower at 15.31%, and 15.51% reported that they do not currently receive information, suggesting a need to strengthen direct communication and improve awareness of available information channels.

Question 15 – Which methods would you prefer to get Camrosa news and updates?



Email was the most preferred method for receiving Camrosa news and updates, selected by 42.4% of respondents. Bill inserts remained important at 43.34%, while website updates were preferred by 20.48%, indicating that future outreach should prioritize email while continuing to use bill inserts and web content as supporting channels.

Question 16 – Would you like to receive additional updates from Camrosa?



Interest in receiving additional updates was almost evenly split, with 48.31% interested in opting in and 48.51% not interested at this time. This suggests that an opt-in communication approach may be effective, allowing interested customers to receive more information while respecting those who prefer fewer updates.

TECHNICAL OUTREACH REPORT

APPENDIX B: Focus Group Meeting Summary

Focus Group Summary Report



| Focus Group Meeting #1 Tuesday, April 7, 2026 10:00am - 11:30am | |
|---|---|
| Location | <ul style="list-style-type: none">• Sonesta Select Camarillo, Chumash Room 4994 Verdugo Way, Camarillo, CA 93012 |
| Accessibility | <ul style="list-style-type: none">• Display and activity boards• Camrosa Water District handouts and literature• Printed and digital materials available |
| Facilitating Staff | <ul style="list-style-type: none">• 3 Total Staff<ul style="list-style-type: none">○ HDR Stacey Falcioni○ Arellano Associates Thomas Reese, Jocelyn Angulo |
| RSVPs | <ul style="list-style-type: none">• 17 Attendee RSVP's |
| Attendance | <ul style="list-style-type: none">• 18 Total Participants |
| Feedback Received | <ul style="list-style-type: none">• 17 Post Meeting Surveys Completed (digital/print)• 56 Activity Comments Completed• 16 Comment Cards Completed |

Focus Group Overview

On April 7, 2026, a focus group meeting was held at the Sonesta Select Camarillo as part of the public and stakeholder engagement process supporting the development of the Camrosa Water District's Integrated Master Plan (IMP) and Capital Improvements Plan (CIP). The session brought together 18 participants to share their perspectives on water-related priorities, service expectations, communication preferences, and future planning considerations. In addition to the facilitated discussion, the meeting generated 6 short paper surveys, 56 activity comments, and 16 comment cards, providing both verbal and written input to help inform the planning process.

Participants provided feedback on key topics including water quality, affordability, reliability, local water supply, recycled water, emergency preparedness, infrastructure investment, and long-term resilience. The meeting also included message and value testing, scenario discussions, and interactive exercises designed to better understand how customers respond to different planning tradeoffs and communications approaches. Input gathered during the session will help inform the development of the IMP and



TECHNICAL OUTREACH REPORT

Focus Group Summary Report



CIP, and support development of clear, effective strategies for future communication and community engagement.

Activities

Across the discussion activities, participants consistently identified the same key priorities for Camrosa's future planning. Throughout the conversation, participants emphasized the importance of reliable, high-quality water service, while also underscoring the need for affordability, long-term resilience, and fair, transparent decision-making. Participants responded most positively to ideas and messages that felt practical, credible, and clearly explained, and they expressed strong support for proactive investment, responsible resource management, and accessible communication that helps customers understand both current conditions and future needs.

Warm Up

During the warm-up discussion, participants were asked to identify what matters most to them as Camrosa plans for the future. Responses centered on several key priorities, with **water quality** emerging as a leading concern, particularly related to taste, hardness, purity, and the effect of water on household plumbing and appliances. Participants also emphasized the importance of **affordability**, while noting that cost should be considered alongside long-term value and service quality. Additional priorities included **reliability**, **availability**, **local water supply**, **environmental protection**, and **emergency readiness**, reflecting a strong interest in maintaining dependable service under both everyday and extreme conditions. Participants also raised the importance of **long-term infrastructure maintenance and replacement planning** to avoid sudden rate spikes and ensure system sustainability over time. Several comments highlighted interest in expanding access to **recycled and non-potable water**, specifically for non-agricultural users, as well as concerns about **fairness and equity** in how future system expansion costs and benefits are distributed among customers. Overall, the warm-up discussion established that participants view water service through a broad lens that includes quality, resilience, cost fairness, and long-term stewardship.

Message & Values Testing

Rank 1-5 for clarity/resonance - 7 being not at all clear, 5 being very clear

- "Smart planning today protects **reliable, affordable water** tomorrow."
- "Building local supplies for **independence and resilience**."
- "Every drop managed responsibly - **from treatment to reuse**."
- "Working to produce **more water locally**."



TECHNICAL OUTREACH REPORT

Focus Group Summary Report



Message and Values Testing

During the message and values testing exercise, participants rated four draft statements based on clarity and resonance. The strongest response was to **"Smart planning today protects reliable, affordable water tomorrow,"** which participants described as clear, proactive, and future-focused, though some questioned whether it felt fully believable without additional proof. **"Working to produce more water locally"** also performed relatively well, but participants said the word "produce" was too ambiguous. **"Building local supplies for independence and resilience"** was generally well received, though participants wanted "local supplies" better defined. **"Every drop managed responsibly - from treatment to reuse"** was viewed as the least clear, with "every drop" standing out as overly vague. Overall, participants preferred messages that were concrete, credible, and easy to understand, and reacted less favorably to language they viewed as abstract or "fluffy."

Trade-off Exercise: Dot Voting

In the dot-voting exercise, participants showed strong support for **expanding recycled/non-potable water uses** and **investing in drought and emergency resilience**. Recycled water expansion was seen as important for environmental stewardship, reducing dependence on imported water, and making better use of available resources, though some participants also pointed to uneven access to existing non-potable infrastructure. Drought and emergency resilience resonated because of concerns about earthquakes, imported water disruptions, and overall supply security. Participants also supported replacing aging infrastructure sooner, viewing proactive maintenance as a way to avoid higher long-term costs and service problems. By contrast, more explicitly cost-focused options received less attention, suggesting that participants were generally more concerned with reliability, quality, and resilience than with keeping rates flatter in the near term.



Scenario Reactions

Participants discussed two planning approaches: a **5-year accelerated scenario** and a **10-year phased scenario**. The 5-year option raised concerns about near-term budget pressure, rate increases, and whether five years is truly an accelerated timeline for major infrastructure systems. Some participants also wanted clearer explanation of whether the scenario addressed only upgrades to existing assets or also broader system expansion. The 10-year option raised concerns about ongoing reliance on imported water, reduced urgency, and the possibility that a long-range plan could become outdated as conditions change. Even so, many participants viewed the



TECHNICAL OUTREACH REPORT

Focus Group Summary Report



10-year scenario as more reasonable and responsible because it allows time for phased implementation and periodic adjustment. Overall, participants favored a planning approach that is proactive but flexible, with clear justification for the timeline and better context about current system conditions and future needs.

Media and Materials

Participants said they most often receive utility information through their bill, email, and online tools, and that they place the most trust in information that comes directly from the utility. They expressed interest in ongoing website resources, easier access to project and water quality information, and faster communication through email or text alerts, especially for unusual usage or leaks. For the Integrated Master Plan, participants favored a short executive summary in plain language over more technical or highly produced materials, and several said they would use a summary first before referring to the full document for more detail. While some participants valued meetings and in-person interaction, others noted that meetings alone are not enough to reach a broad audience. Overall, the discussion pointed to a preference for simple, transparent, multi-channel communications that combine direct outreach, accessible written materials, online information, and opportunities to ask questions when needed.

Comment Cards

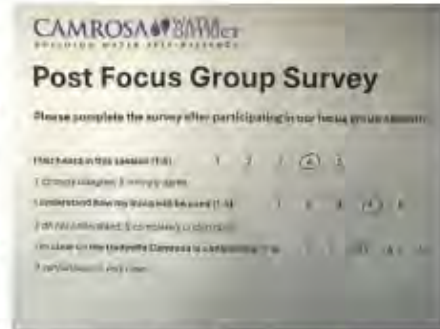
Comment card feedback reinforced many of the themes raised during the focus group discussion, while also highlighting strong appreciation for the format and facilitation of the session. Many participants described the meeting as informative, well organized, and respectful of different viewpoints, and several noted that the discussion helped them better understand Camrosa's planning efforts. At the same time, participants used the comment cards to emphasize several substantive priorities, including improving water quality and taste, expanding leak detection and customer alerts, increasing communication and public education about the master plan, and providing clearer information about fairness in how future improvements are funded. Several comments also expressed interest in expanding recycled or non-potable water access, including for residential areas, as well as ensuring water supply reliability during drought and emergency conditions. A few participants raised questions about agricultural water access, technical support, and the need for clearer explanation of current treatment systems and water quality measures. Overall, the comment cards confirmed strong interest in transparency, practical communication, water quality, and long-term supply resilience, while also suggesting that participants valued the opportunity to continue sharing input beyond the live discussion.

TECHNICAL OUTREACH REPORT

Focus Group Summary Report

Micro Survey

Participants left the session feeling **highly heard and generally informed**, though there was less consistent clarity around the tradeoffs Camrosa is considering. Ratings were strongest for feeling heard, with nearly all participants selecting the highest score. Participants also reported a fairly solid understanding of how their input would be used, although responses were somewhat more mixed. By contrast, understanding of the trade-offs showed the greatest variation, with some participants indicating strong clarity and others reporting limited understanding. Overall, the findings suggest the session was successful in making participants feel listened to and engaged, while also pointing to an opportunity for Camrosa to communicate planning tradeoffs more clearly in future outreach.



Overall Findings

Overall, the Focus Group provided clear and consistent input on the priorities participants want reflected in Camrosa's Master Plan. Across discussion activities, written comments, and post-session surveys, participants emphasized the importance of high-quality, reliable water service, while also highlighting affordability, long-term resilience, and fair, transparent planning. Participants expressed strong interest in local water supply development, expanded recycled and non-potable water use, proactive infrastructure investment, and preparedness for drought and emergency conditions. They responded most positively to communications that were practical, credible, and easy to understand, and they favored planning approaches that balance urgency with flexibility and clear justification. Feedback also underscored the importance of direct, accessible, multi-channel communication and showed that participants valued the opportunity to be heard and to contribute meaningfully to Camrosa's future planning.

Top Finds and Most Prevalent Themes

Top 5 most relevant or significant findings:

- **Water quality and reliability were the highest-priority concerns.**
Participants consistently emphasized the importance of high-quality, dependable water service, with specific concerns about taste, hardness, purity, and impacts on plumbing and appliances.
- **Participants supported proactive investment in resilience and infrastructure.**
Feedback showed strong support for drought and emergency preparedness, expanding recycled/non-potable water use, and replacing aging infrastructure before it creates bigger costs or service problems.
- **Affordability mattered, but not at the expense of service quality and long-term value.**
Participants viewed cost as important, yet generally prioritized reliability, resilience, and quality over
-

TECHNICAL OUTREACH REPORT

Focus Group Summary Report



- keeping rates flatter in the near term.
- **The preferred planning approach was proactive but flexible.**
While the 5-year scenario raised concerns about rate pressure and pace, and the 10-year scenario raised concerns about urgency and reliance on imported water, participants generally favored a phased approach with clear justification and room to adjust over time.
- **Clear, practical, direct communication is essential.**
Participants responded best to messages that felt concrete, credible, and easy to understand, and they preferred plain-language summaries, direct utility communications, and multi-channel outreach such as bills, email, website resources, and alerts.

Top 5 most prevalent or recurring themes

- **Reliable, high-quality water service**
This was the most repeated theme across the warm-up, overall findings, and comment cards.
- **Long-term resilience and emergency preparedness**
Participants repeatedly pointed to drought readiness, earthquake/disruption planning, and broader supply security.
- **Affordability and fairness**
Cost concerns were consistently paired with equity, transparency, and fairness in how future improvements and expansion are funded.
- **Expanded local supply and recycled/non-potable water use**
There was recurring support for building local supplies and increasing recycled/non-potable access, including interest in broader residential access.
- **Transparent, accessible communication**
Participants repeatedly asked for clearer explanations, plain-language materials, direct outreach, and more accessible information about projects, tradeoffs, and water quality.

Comment Card Submissions

| Name | City of Residence | Comment |
|----------------|-------------------|--|
| Participant #1 | Camarillo | Glad to hear that water quality (hardness) was a priority. |
| Participant #2 | NA | Improve leak detection in 1. distribution systems 2. feedback to customers w/leaks 3. minimize "master metered" communities to reduce overall usage and costs to customers. *focus group mtg was very beneficial |

TECHNICAL OUTREACH REPORT

Focus Group Summary Report



| | | |
|-----------------|-------------------|--|
| Participant #3 | Camarillo | Very good group. Lots of smart and interesting input. The leaders were also very good. They were able to draw out many good points. |
| Participant #4 | Santa Rosa Valley | Did not get a chance to mention: -Talk about and plan for improving the way the district enhances technical support -To enhance interest in having customers "Dive" into understanding the master plan provide us monthly short digital "highlights" from the various sections of the plan -Need to see the "fairness" economical breakdown of which customers are paying for the various upgrades/expansions |
| Participant #5 | Camarillo | I like how all the sessions were well informative. To understand the process and contribute with our opinions one thing that I would love to see in the future is to have this type of meeting with more AG community to hear their concerns as well. |
| Participant #6 | Santa Rosa Valley | We did not address forcing farms that don't have now potable water access to buy potable water, further straining the supply to buyers that need potable water. I was forced by the agency several years ago to abandon a plan to drill into my hillside where an abundant amount of surface water exists for my farm, an economically naive decision by the agency. |
| Participant #7 | Camarillo | Interesting comments and serious group. Hope it helps Camrosa with future plans and especially communicating the same to customers. |
| Participant #8 | Camarillo | Can't comment on anything to do differently, not knowing what plans are. |
| Participant #9 | Camarillo | This was an excellent, well-planned session. It allowed for a respected all points of view. |
| Participant #10 | Camarillo | Informative meeting, important to talk about bringing non-potable water to residents. Would like to hear more about water reclamation ideas. |
| Participant #11 | Camarillo | Really appreciated this focus group. Would like it if Camrosa could create some sort of a leak detection alert system on a software system that would alert consumers in a timely manner concerning leak alerts and consumption spikes. |

TECHNICAL OUTREACH REPORT

Focus Group Summary Report



| | | |
|-----------------|-----------|--|
| Participant #12 | Camarillo | I appreciate having facilitators lead the focus group meeting and manage dialogue to everyone so everyone can contribute. Water is the critical resource, ensuring that we have a resilient, robust supply is absolute even if we have to pay more for the water through higher rates. |
| Participant #13 | Camarillo | Got valuable insights from participants, got me thinking of this topic, excellent organizer, presenters. Thank you for the opportunity. Clarify if Camrosa has reverse osmosis, why do I need a water softener at home? |
| Participant #14 | Camarillo | The session was very well facilitated and productive in terms of participation. I hope Camrosa will prioritize a project that brings non-potable recycled water to residents along Upland Road, namely the Grove, Pinnacle, and Calarosa Ranch, and Padre Serra Parish. |
| Participant #15 | Camarillo | Very good presentation. Would like to be able to stop buying bottled water, as taste is very chemical tasting out of the tap. Would like measures taken to be sure water is available during drought conditions. |

TECHNICAL OUTREACH REPORT

Focus Group Summary Report



ADDITIONAL PHOTOS



TECHNICAL OUTREACH REPORT

APPENDIX C: Educational Materials



Key Messages

[for outreach team guidance only; not for public release]

The development of clear, consistent, and easy-to-understand messaging is essential to the successful delivery of the activities in this Plan. These can be adapted for mailers, meetings, websites, or social media.

Value of Camrosa's Services

Camrosa Water District delivers water and wastewater services to nearly 35,000 residents, farms, and businesses. Drinking water and wastewater services are not "just commodities." We are responsible for providing these vital public services that keep our community healthy, support daily life, and protect our environment. Through efficiency and innovation, Camrosa is committed to maximizing local resources that ensure continued reliability and affordability.

Behind every drop of water from the tap and every recycled gallon of wastewater are complex facilities, extensive distribution networks, and highly skilled professionals working around the clock to serve the community.

Potential taglines:

- Not just water – essential services.
- Behind every drop – skilled professionals and critical infrastructure.
- People, infrastructure, and operational excellence delivering reliable water and wastewater services.
- Quality drinking water delivered to the tap is an incredible value and convenience when compared to store-bought water.

Benefits of Strategic Planning

Our forward commitment through our long-range Master Plan promises to sustain your water supply and wastewater services.

Camrosa's Master Plan program provides a long-term roadmap to ensure safe and reliable water and wastewater services, supported by sound science, thoughtful resource management, and responsible stewardship of ratepayer funds. Developed with community input and District expertise, the Master Plan guides proactive infrastructure investments, strengthens local water supply reliability while reducing dependence on imported water, provides protection from drought impacts, protects public health and safety, and supports long-term rate stability reflecting the values and priorities of our community, now and into the future.

Potential taglines:

- Planning today to protect tomorrow's service.
- Smart planning for reliable, affordable water.
- A community-driven roadmap for long-term reliability.
- Strategic investment – lasting value.
- Building reliability through thoughtful planning.
- Strategic planning to mitigate drought impacts.

TECHNICAL OUTREACH REPORT

Newsletter



CAMROSA PIPELINE

SPRING 2026

Welcome to the Camrosa Water District Newsletter!

Camrosa Water District is proud to circulate the spring edition of our District Newsletter, a beneficial way to keep our community of customers informed, connected, and engaged.

This newsletter will provide residents and customers with important updates on District projects, service improvements, upcoming events, and opportunities to participate in Camrosa programs. It will also highlight the work we're doing to maintain safe, high-quality water, strengthen system reliability, and plan for the future needs of our community.

Welcome – and thank you for being part of the Camrosa community.



Join us for a Community Meeting – April 30th

The District is hosting a community meeting on **Thursday, April 30 from 7:00–8:30 pm** at the **Ventura County Office of Education Conference and Educational Services Center**. This meeting will offer an opportunity to learn more about the ongoing Integrated Master Plan development and to ask questions or share feedback directly with Camrosa Water District staff. See the Camrosa website for more details about the meeting. Light refreshments will be provided. We look forward to seeing you there!



TECHNICAL OUTREACH REPORT

BY THE NUMBERS: YOUR CAMROSA WATER DISTRICT

The **potable water system** has over **180** miles of pipelines, **3** groundwater basins, **10** reservoirs with **16.25M** gallons of storage, and **8** pump stations.



The District delivers about **14,000** acre-feet of water annually to over **35,000** residents, businesses, and farms.

The **non-potable water system** moves **6** cubic feet of water per second through **31** miles of pipelines, supported by **4** tanks, **3** wells, **5** pump stations, and **4** storage ponds.



The **recycled water system** treats about **1.5M** gallons of wastewater daily through **74** miles of pipelines and lift stations, serving around **6,900** sewer connections.



Customer Survey – Share Your Feedback

We value input from our community and have launched a new customer survey to gather feedback on District services, priorities, and future needs.

This survey provides customers with a direct opportunity to share their thoughts and help guide decision-making as the District continues to plan for future improvements and development. Your feedback will help Camrosa better understand community priorities and continue building a reliable and sustainable water system for the years ahead.

The survey is live and closes at the end of April. We encourage all customers to take part—your voice matters!



<https://survey123.arcgis.com/share/235624933e2a4268946548da2526a9b7>

TECHNICAL OUTREACH REPORT

Spring Tour

Wednesday, May 13, 2026

Fall Tour

Saturday, September 19, 2026

Location

Camrosa Headquarters,
7385 Santa Rosa Rd.



Upcoming Camrosa Facilities Tours

Camrosa Water District is excited to invite our community to participate in upcoming Facility Tours! These tours are a great opportunity for residents and customers to get an inside look at the infrastructure and systems that help deliver safe, reliable daily water service.

As a participant, you will have the chance to tour Camrosa's facilities, learn where our water comes from, how it is treated to make it safe to drink, how it gets to your faucet, and get an inside look at the District's daily operations and long-term planning efforts. Continental breakfast & lunch will be provided, and the tour will take approximately 3 hours.

For more information, please contact Donnie Alexander at (805) 482-8514 or email at donniea@camrosa.com. Space is limited, so early sign-ups are encouraged.

Water Awareness Month – May 2026

May is Water Awareness Month, and Camrosa Water District will promote community education and outreach throughout May 2026 to highlight the importance of water conservation, long-term sustainability, and responsible water use.

Water Awareness Month is also an opportunity to recognize the ongoing work Camrosa does year-round to preserve water quality, enhance system reliability, and plan for a more stable, locally sourced water supply program. Through infrastructure upgrades, system maintenance, and long-range planning, Camrosa continues working to provide safe and dependable water service for the community.

Stay tuned for Water Awareness Month updates, including conservation tips, educational resources, and ways to get involved.



TECHNICAL OUTREACH REPORT

Water Conservation Tips

Water is one of our community's most valuable resources. At Camrosa Water District, we work every day to deliver reliable, high-quality water while maximizing local resources and reducing dependence on imported supplies. Using water efficiently at home helps protect our shared water supply and keeps costs manageable for everyone.

Try these simple water-saving tips:



Water landscapes efficiently. Water early morning or evening to reduce evaporation and check sprinklers to prevent runoff onto sidewalks and driveways.



Upgrade indoor fixtures. High-efficiency toilets, showerheads, and washing machines can significantly reduce household water use.



Fix leaks quickly. Even small leaks can waste hundreds of gallons each month.



Rebates for water-efficient upgrades may be available through regional programs. Learn more and explore rebates: [SoCalWaterSmart.com](https://www.socalwatersmart.com).

Together, we can protect our water resources today while planning for a more resilient tomorrow.



TECHNICAL OUTREACH REPORT

Postcards

A postcard for Camrosa Water District with a background image of a mountain valley. The text is centered and includes a QR code, a list of priorities, and contact information.

CAMROSA WATER DISTRICT
BUILDING WATER SELF-RELIANCE
YOUR VOICE MATTERS – HELP SHAPE CAMROSA’S FUTURE

PARTICIPATE TODAY:
TAKE THE SURVEY—SCAN THE QR CODE



or visit: www.camrosa.com/community-resources/#Engagements
SURVEY CLOSING APRIL 30, 2026

STAY CONNECTED WITH US:

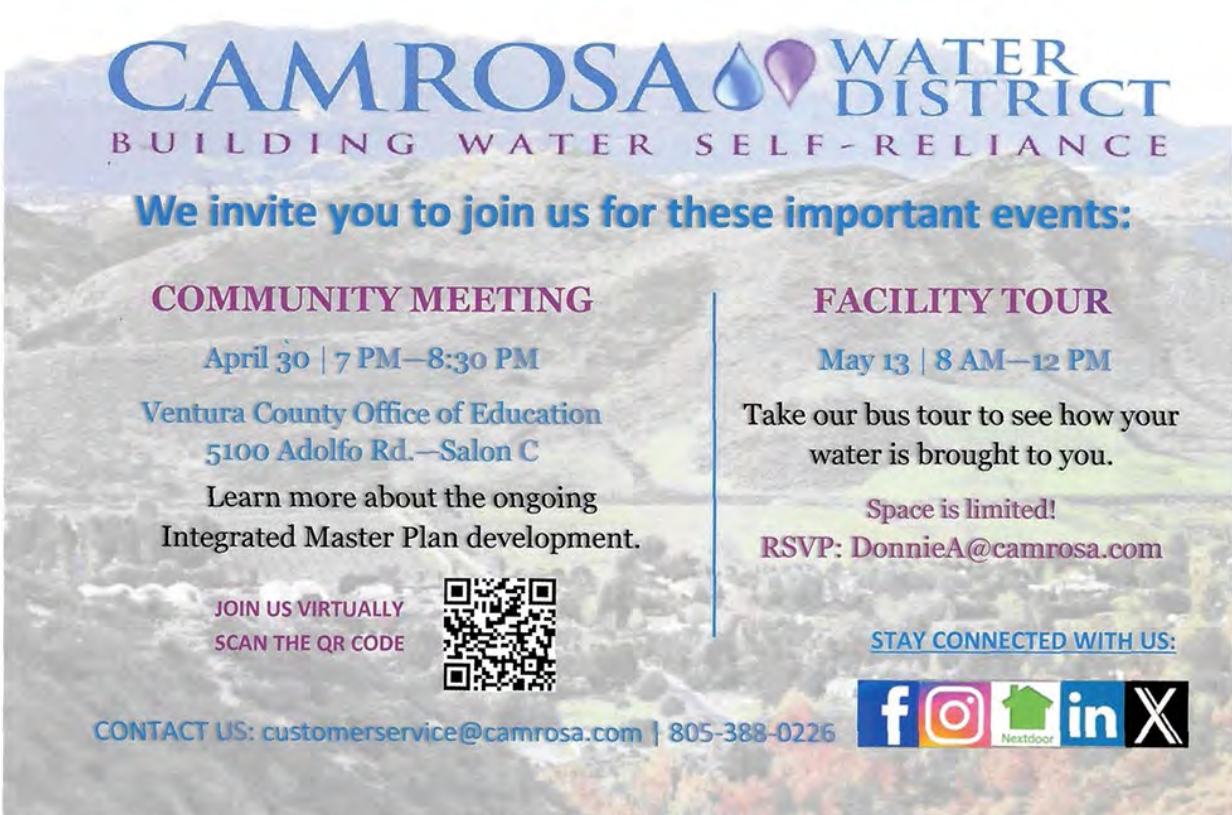


AS WE PLAN FOR THE FUTURE, YOUR PRIORITIES HELP ENSURE:

- ✓ Safe and reliable water service
- ✓ Responsible financial planning
- ✓ Sustainable infrastructure investment
- ✓ Long-term community resilience



CONTACT US:
Email: customerservice@camrosa.com
Phone: 805-388-0226

TECHNICAL OUTREACH REPORT



CAMROSA WATER DISTRICT
BUILDING WATER SELF-RELIANCE

We invite you to join us for these important events:

| | |
|---|---|
| COMMUNITY MEETING | FACILITY TOUR |
| April 30 7 PM–8:30 PM | May 13 8 AM–12 PM |
| Ventura County Office of Education 5100 Adolfo Rd.—Salon C | Take our bus tour to see how your water is brought to you. |
| Learn more about the ongoing Integrated Master Plan development. | Space is limited! |
| JOIN US VIRTUALLY SCAN THE QR CODE | RSVP: DonnieA@camrosa.com |
|  | <u>STAY CONNECTED WITH US:</u> |
| CONTACT US: customerservice@camrosa.com 805-388-0226 |  |

TECHNICAL OUTREACH REPORT

Flyer



The flyer features a scenic background image of a valley with mountains and a town. At the top, the Camrosa Water District logo is displayed. Below the logo, the tagline 'Reliable Water. Responsible Management.' is centered. A purple banner at the bottom of the image contains text about the district's services. The main body of the flyer is divided into sections: 'About Us' with a paragraph of history and statistics, 'Our Purpose' with a paragraph of mission statement, and a map of California with an inset map of the service area. The footer contains contact information and the district's logo with the tagline 'BUILDING WATER SELF-RELIANCE'.

CAMROSA WATER DISTRICT

Reliable Water. Responsible Management.

Every day, we deliver safe, clean and reliable drinking water, protect public health through wastewater collection and treatment, and supply non-potable water for agricultural and landscape irrigation.

About Us

From humble beginnings serving farmers and ranchers over **64 years ago**, Camrosa has grown with the community into a modern, forward-thinking, essential services utility. Located on the California Central Coast in Southern Ventura County, overlying the Santa Rosa Valley, portions of the City of Camarillo and Thousand Oaks, Camrosa covers a **31-square mile** area and serves a population of over **34,000 residents**, farms, local businesses, and a major university. Every year we deliver more than **18,000 acre-feet** or almost **6 billion gallons** of water of water in three distribution systems: potable (drinking), non-potable, and recycled. Over the last 30 years Camrosa has invested more than **\$40 million** in ratepayer and grant funds to develop local projects and infrastructure that supports independence and reliability.

Our Purpose

Every day we deliver safe, clean drinking water, protect public health through wastewater collection and treatment, and supply non-potable and recycled water that supports local agriculture and sustainable landscape irrigation. Every drop of Camrosa tap water and recycled wastewater is treated in complex facilities and stored and delivered through extensive distribution systems, all of which are operated and maintained by our staff of dedicated professionals working around the clock to serve the community.



The map shows the state of California with major cities labeled: Sacramento, San Jose, Los Angeles, and San Diego. A red dot indicates the location of Camrosa. An inset map shows the service area, which includes the cities of Moorpark, Camarillo, Thousand Oaks, and Leavenworth. The inset map also shows the Leavenworth Dam and the Leavenworth Reservoir.

7385 Santa Rosa Road
Camarillo, CA 93012

CAMROSA WATER DISTRICT
BUILDING WATER SELF-RELIANCE

www.camrosa.com
(805) 388-0226

TECHNICAL OUTREACH REPORT

Proven Track Record of Sustainable Resource Development

Over the past **two decades**, Camrosa has developed numerous innovative regional partnerships and local projects, including a brackish groundwater desalter, advanced groundwater treatment, new wells, and non-potable and recycled water distribution systems. All these efforts have combined to secure a more sustainable, independent, resilient water supply portfolio.



Desalination

For over **12 years** the Round Mountain Water Treatment Plant has been producing around **1 million gallons** of drinking water per day from a brackish perched aquifer. Brine is discharged through the Calleguas Municipal Water District's Salinity Management Pipeline. This project reduces salts in the local watershed and reduces dependence on costly imported water.

Conejo Creek Diversion

In the **1990s** Camrosa partnered with Calleguas Municipal Water District, the City of Thousand Oaks, the Pleasant Valley County Water District, and the Fox Canyon Groundwater Management Agency to annually divert around **8,000 acre-feet** of non-potable creek water that would otherwise be lost to ocean runoff. This water is used to offset potable water use for irrigation as well as agricultural use that offsets pumping in impacted groundwater basins.



Local Groundwater

Camrosa produces about **3,700 acre-feet** of water each year from **3 groundwater basins** and a perched aquifer. Currently Camrosa produces about **60%** of their annual demand from local sources. Every gallon of locally produced groundwater is a gallon of imported water not purchased. This provides for increased reliability, independence, and significant cost savings that Camrosa passes along to their customers.

Recycled Water

Camrosa transforms **100% of the wastewater** collected by the district and treated at the Camrosa Water Reclamation Facility. This produces about **1 million gallons** per day that is used for local landscape and agricultural irrigation. A partnership with the City of Camarillo and the Pleasant Valley County Water District facilitates the distribution of about **1,400 acre-feet** per year to gallon of locally produced recycled water for agricultural use, offsetting pumping in impacted groundwater basins.



Planning for an Even More Water Resilient Future

Camrosa is committed to preserving water quality, enhancing system reliability, and planning for a sustainable, reliable, locally sourced water supply network. Camrosa is developing a **Master Plan** that focusses on future sustainability through additional water supply projects and infrastructure renewal.

A decorative graphic at the bottom of the page featuring a blue water splash that flows across the width of the page.

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TECHNICAL OUTREACH REPORT

APPENDIX D: Community Meeting Summary

Community Meeting Summary Report



| Community Meeting #1 Thursday, April 30, 2026 7:00pm - 8:30pm | |
|---|--|
| Location | <ul style="list-style-type: none">Ventura County Office of Education 5100 Adolfo Road, Camarillo, CA - Room C |
| Accessibility | <ul style="list-style-type: none">Display and activity boardsCamrosa Water District handouts and literaturePrinted and digital materials available |
| Facilitating Staff | <ul style="list-style-type: none">12 Total Staff<ul style="list-style-type: none">7 CWD<ul style="list-style-type: none">Stacey Falcioni, Ellie Hood, Katrina Waltze3 HDR<ul style="list-style-type: none">Stacey Falcioni, Ellie Hood, Katrina Waltze2 Arellano Associates<ul style="list-style-type: none">Jocelyn Angulo, Seanna Choi |
| Attendance | <ul style="list-style-type: none">18 In-Person Participants8-10 Virtual Attendees |
| Feedback Received | <ul style="list-style-type: none">12 Q&A Questions1 Comment Card~22 Open Air Comments |

COMMUNITY MEETING OVERVIEW

Camrosa Water District hosted a community meeting on April 30, 2026, as part of its broader public outreach process to support development of the District's Integrated Master Plan and improve ongoing communication with customers. The meeting was held in a hybrid format, with community members participating both in person and online. The purpose of the meeting was to introduce District leadership and staff, share key information about Camrosa's services and long-term planning efforts, answer community questions, and collect feedback from customers. District representatives emphasized that the Integrated Master Plan is intended to reflect community priorities, values, and concerns related to water reliability, infrastructure investment, service delivery, rates, and communication.



TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



The meeting was structured to include a welcome and introductions, an overview presentation, a general question-and-answer period, and interactive stations where attendees could speak directly with staff and provide input on specific topics.

During the opening portion of the meeting, community members raised questions and concerns related to backflow device requirements, irrigation system inspections, groundwater management, the Conejo Creek Diversion partnership, drainage concerns, development impacts, water supply reliability, infrastructure funding, rates, and the District's role in long-term planning.

District staff encouraged attendees to complete the customer survey and share the survey with neighbors, noting that the input gathered through the survey, focus groups, and community meeting would be compiled and shared with District staff, board committees, and the full Board of Directors to inform future planning decisions.

PRESENTATION

The presentation set the context for Camrosa Water District's community outreach effort and explained how public input will help shape the District's Integrated Master Plan. Rather than serving only as an informational update, the meeting was designed as a two-way engagement opportunity where customers could learn about District services, ask questions, and provide feedback on priorities, concerns, and future planning considerations.



Camrosa Board and staff members welcomed attendees and emphasized the District's commitment to public service, transparency, and direct communication with customers. The meeting also provided an opportunity to introduce the District representatives who would be available throughout the evening to answer questions and speak with community members during the interactive station portion of the event.

The presentation outlined the meeting format, which included a brief overview of the District, a question-and-answer session, and small-group conversations at interactive stations. This structure allowed attendees to first receive consistent background information and then participate in more focused discussions based on their interests and concerns.

A key focus of the presentation was the District's Integrated Master Plan process. Staff explained that the meeting was part of the first phase of public outreach, which also included a customer survey and focus group discussions. Input collected during this phase will help identify community values and priorities as Camrosa evaluates future projects, infrastructure needs, water supply strategies, communication improvements, and funding options.

TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



Staff also explained that future outreach will provide additional opportunities for public review and comment. As the master planning process advances, the District plans to share a draft plan with customers and gather feedback on proposed projects, potential rate impacts, funding strategies, and other long-term planning decisions. This approach is intended to ensure that the final plan reflects both technical needs and community priorities.

The presentation also provided a high-level overview of Camrosa's core services and responsibilities. Camrosa provides safe, clean, and reliable drinking water; treats wastewater; and supplies non-potable and recycled water to support residents, agriculture, businesses, landscaping, and California State University Channel Islands. Staff highlighted the scale and complexity of these services, noting that the District has served the community for more than 64 years, serves more than 34,000 residents and customers across a 31-square-mile area, and delivers more than 18,000 acre-feet of water each year through its potable, non-potable, and recycled water systems.

To further illustrate the District's role, the presentation included key information about Camrosa's long-term investments in local water reliability. Over the last 30 years, the District has invested more than \$40 million in local projects to strengthen independence, improve reliability, and prepare for future needs. Staff also emphasized that Camrosa's facilities and distribution systems are operated and maintained around the clock, requiring ongoing planning, monitoring, maintenance, and reinvestment.

A District video reinforced these themes by showing the behind-the-scenes work required to deliver reliable water service, operate wastewater and recycled water systems, maintain infrastructure, monitor water quality, and plan for changing conditions. Together, the presentation and video helped frame the discussion around the importance of long-term stewardship, infrastructure investment, and community input in shaping Camrosa's future.

Question and Answer Summary

Following the presentation, attendees participated in a general question-and-answer session. Staff documented 12 questions and comments during the public comment and Q&A portions of the meeting, which focused on several major themes:

Backflow requirements and communication:

One attendee expressed concern about backflow device requirements, irrigation inspections, potential annual certification costs, and whether the District had communicated clearly enough about state requirements and compliance obligations. District representatives acknowledged the concern and noted that staff would be available during the station portion of the meeting to answer individual questions and provide additional information.



TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



Groundwater management and supply reliability:

Community members asked about the status of local aquifers, groundwater sustainability, and whether Camrosa is affected by regional groundwater-related legal and regulatory issues. District representatives explained that the Santa Rosa Valley Basin is managed through a groundwater sustainability agency and discussed Camrosa's role in responsible basin management and long-term planning.

Conejo Creek Diversion and recycled water partnerships:

Questions were raised about the City of Thousand Oaks, Hill Canyon Treatment Plant flows, and the potential effect of changing recycled water uses on Camrosa's water supply portfolio. District representatives explained Camrosa's long-term partnership with Thousand Oaks, its use of Conejo Creek water, and the relationship between recycled water use, groundwater pumping credits, and reduced pressure on impacted basins.

Customer portal and water usage data:

An attendee asked whether the District's portal would allow customers to monitor more detailed water usage, such as gallons used during irrigation cycles. Staff indicated that more granular water use information was expected to be available in a future phase of the portal.

Drainage and neighborhood impacts:

A resident raised concerns about water collecting in roadside ditches and potential impacts from District facilities, adjacent properties, and drainage systems. District staff acknowledged the concern and indicated that they would need to review the issue further with operations staff, while also noting the distinction between District-controlled water systems and broader county drainage responsibilities.

Development, growth, and water availability:

Attendees asked how Camrosa participates in reviewing new development and whether the District can ensure adequate water supply for new construction. District representatives explained that Camrosa does not control land use approvals, but it does play a role in certifying whether water service can be provided and may require development to fund or support additional water resources when appropriate.

Rates, funding, and cost of service:

Several questions focused on how infrastructure projects are funded and whether costs are allocated to the customers who benefit from specific services. District staff discussed cost-of-service principles, the distinction between potable water, non-potable water, and wastewater enterprises, and funding tools such as reserves, rates, grants, financing, and bonds.

INTERACTIVE STATIONS

After the presentation and Q&A period, attendees were invited to visit four interactive stations. Each station was staffed by Camrosa representatives and designed to provide information, answer questions, and collect customer feedback. The station format allowed attendees to have more direct conversations

TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



with District staff and Board Members on topics of interest. Approximately 22 open-air comments/conversations were captured.

| Station | Approximate documented open-air comments/conversations |
|---|--|
| Station 1: Awareness & Understanding | 4 |
| Station 2: Service Priorities & Values | 10-11 |
| Station 3: Infrastructure Investments & Rates | 2-3 |
| Station 4: Integrated Master Plan | 3-4 |
| Total | Approximately 22 |

Station 1: Awareness and Understanding

Station 1 focused on customer awareness of Camrosa's responsibilities, services, and communication methods. The station was intended to help the District better understand what customers already know, what topics need clearer explanation, and how Camrosa can improve communication about District operations, funding, and planning decisions.

Although the station was intended to focus broadly on infrastructure investment and funding, the comments documented at this station centered primarily on drainage, maintenance responsibility, and interagency coordination. Comments at this station centered on the need for clear information about funding, cost allocation, and District responsibilities. One attendee expressed support for moving forward with improvements where feasible, noting that delaying projects could result in higher costs over time. However, the attendee also expressed concern about the use of bond funding, indicating a preference for other funding approaches when possible.

Other comments reflected questions about how groundwater sustainability agencies are funded and how related costs are shared. Customers also raised questions about prior non-potable water commitments and the cost implications for properties connected to or paying for multiple water systems. These comments suggest that customers would benefit from continued education about how District programs are funded, how costs are allocated across potable, non-potable, and wastewater systems, and how broader groundwater management responsibilities relate to customer rates.



TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



Station 2: Service Priorities and Values

Station 2 focused on the services Camrosa provides and the values customers associate with those services, including reliability, water quality, affordability, conservation, and responsiveness. The station invited attendees to share how satisfied they are with current services and what they believe Camrosa should prioritize or improve in the future.



Many comments at this station reflected strong interest in water supply reliability, treatment processes, and the use of non-potable and recycled water. Attendees asked how many treatment plants Camrosa operates, how the facilities work, and how brackish water is treated. District staff discussed the District's treatment plants, including carbon treatment and treatment related to removal of "forever chemicals." Staff also explained that carbon media generally lasts approximately 12 to 14 months before replacement, while noting that the District is exploring ways to extend that timeframe.

Customers also asked whether treated water is potable, how long facilities may be offline during maintenance or heavy metal testing, and whether infrastructure materials are coated or protected. Other conversations focused on Hill Canyon and Conejo Creek flows, including questions about whether those sources present supply risks and whether Camrosa stores non-potable water.

Several comments reflected interest in reducing potable water use where non-potable water could be used instead, particularly for irrigation, grass, and car washing. One attendee emphasized that the District should do everything possible to increase water supply and ensure water availability. Another asked about the difference between recycled and non-potable water, where recycled water goes, and whether it supports agricultural use through exchange arrangements with farmers.

Affordability was also raised as a service priority. One attendee commented that their sewer rate feels too high for a single-person household, particularly when the rate is perceived as being based on fixtures rather than household occupancy.

Station 3: Infrastructure Investments & Rates

Station 3 focused on the importance of maintaining and upgrading District infrastructure and on how improvements may be funded. The station provided an opportunity for customers to discuss capital projects, reserves, grants, bonds, rates, and cost allocation.



Comments at this station centered primarily on drainage, maintenance responsibilities, and coordination with other agencies or private property owners. One discussion involved a long-standing drainage ditch and related property concerns. The attendee indicated that the issue has persisted for some time and that assistance is still needed, while also acknowledging that responsibility may involve multiple parties, including the County, private property owners, and nearby facilities.

TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



The station notes indicate that staff discussed the matter with District operations personnel and identified a potential need for coordination with County representatives regarding the drainage ditch. This comment reflects a broader concern about how infrastructure and drainage issues are addressed when responsibility is shared or unclear among public agencies, private property owners, and District facilities.

Station 4: Integrated Master Plan

Station 4 focused on Camrosa's Integrated Master Plan process, including how public input will be used, how future water demands are evaluated, and how future planning milestones will be communicated to the public. The station connected community feedback to the broader planning process and gave attendees an opportunity to discuss how growth, development, water supply, and infrastructure needs should be considered in the plan.



Comments at this station focused on future water demand, development planning, and how customer input will be reflected in the Integrated Master Plan. One discussion involved a customer affiliated with a site authority or property owner group who was interested in current and projected housing development and how future water demands are calculated. The conversation included discussion of the documentation needed to evaluate buildable space, projected land use, and water demand.

Another comment referenced the importance of periodically updating water use projections, including through planning processes such as an Urban Water Management Plan. These comments highlight the importance of clearly explaining how Camrosa accounts for growth, land use changes, projected demand, and development assumptions in long-term planning.

Comment Cards

One written comment card was received during the meeting. The comment requested that the District include non-potable water for Upland Rd. as part of the Integrated Master Plan. The comment reflects interest in ensuring that non-potable water needs and potential service opportunities are evaluated as part of Camrosa's long-term infrastructure, water supply, and reliability planning.

| Name | City of Residence | Comment |
|-------------------|-------------------|---|
| Dr. Landy Johnson | Camarillo | Please include non-potable water for the Grove (Upland Rd.) in the master plan. |

OVERALL FINDINGS

The community meeting generated meaningful participation through both the formal Q&A portion and informal station-based conversations. During the presentation, attendees asked 12 questions during the open Q&A session, covering topics such as backflow requirements, groundwater management, water

TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



supply reliability, development impacts, drainage concerns, customer portal functionality, infrastructure funding, and rates.

In addition to the verbal Q&A, the District received written and informal feedback throughout the evening. One comment card was received while staff and project team members also conducted approximately 22 open-air comments and conversations with attendees at the interactive stations and throughout the room.

Together, the Q&A discussion, completed comment cards, and informal conversations provided a broad range of community perspectives to help inform Camrosa Water District's Integrated Master Plan and future communication efforts.

Top Findings and Most Prevalent Themes

1. Customers want clearer, more proactive communication from the District.

Communication was one of the most consistent themes raised during the meeting. Attendees asked for clearer explanations about District responsibilities, state regulatory requirements, backflow device requirements, customer obligations, infrastructure projects, and future planning decisions. Several comments suggested that customers want information earlier, in plain language, and through multiple channels so they can better understand how District decisions may affect their properties, rates, and service.

2. Water supply reliability is a primary community concern.

Many questions and comments focused on long-term water reliability, including groundwater management, Conejo Creek flows, imported water, recycled water, non-potable water, and future drought conditions. Attendees expressed interest in understanding where Camrosa's water comes from, how reliable each source is, and how the District is planning to maintain dependable service over the next 10 years.

3. Customers are interested in expanding or better using non-potable and recycled water.

Non-potable and recycled water came up repeatedly during the Q&A, station conversations, and written comment card. Attendees asked whether non-potable water could be used more broadly for irrigation, grass, car washing, agricultural use, and specific areas such as the Grove/Upland Road area. This suggests that customers see non-potable water as an important strategy for reducing potable water demand and strengthening long-term supply reliability.

4. Rate impacts, cost allocation, and funding strategies are important to customers.

Attendees asked detailed questions about how infrastructure projects are funded, whether costs are allocated to the customers who benefit from specific services, and whether funding would come from reserves, rates, bonds, grants, or financing. Comments also reflected concern about affordability, including sewer rates and the potential cost of future compliance or infrastructure requirements.

5. Customers want transparency around growth, development, and water availability.

TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



Growth and development were recurring concerns. Attendees asked how Camrosa is involved in approving new construction, how future water demand is calculated, and whether continued development is appropriate if water supplies are constrained. These comments indicate that customers want the Integrated Master Plan to clearly explain how future development, housing projections, and water supply planning are connected.

6. Attendees showed interest in technical water system details.

Several station conversations focused on how Camrosa's treatment plants work, how brackish water is treated, how carbon filtration functions, how long treatment materials last, whether treated water is potable, and how the District monitors and maintains system reliability. This indicates that customers are interested not only in policy-level planning, but also in the technical systems that support daily service.

7. Drainage and shared-responsibility issues may need clearer follow-up pathways.

Several comments raised concerns about drainage, roadside ditches, and property impacts where responsibility may involve multiple parties, including the District, County, private property owners, or nearby facilities. These comments suggest that customers may benefit from clearer guidance on who to contact, how issues are evaluated, and how interagency coordination occurs when concerns fall outside one agency's sole responsibility.

8. Customers want the Integrated Master Plan to connect long-term planning to practical community needs.

Overall, attendees appeared interested in how the Integrated Master Plan will translate into real projects, service improvements, rate impacts, and communication updates. The feedback suggests that the plan should clearly connect technical planning with customer priorities, including reliability, affordability, infrastructure maintenance, non-potable water use, local control, conservation, growth, and long-term resilience.

District Participation

| District | Attendees Identified | Count |
|---|--|-----------|
| District 1 | Will Drummond | 1 |
| District 2 | Joe Hemmens; Dr. Landy Johnson; Maria Acosta; RJ Acosta; Yukim Shum | 5 |
| District 3 | David Johnson; Nancy | 2 |
| District 4 | Kevin Cannon | 1 |
| District 5 | Mike Mischler | 1 |
| Unknown / not recorded clearly | Lorraine Johnson; Leigh Ann Foreman; John Ramirez; Doug Evenson; Amit Patel; Richard Dettler; John Milligan; Mark Lozada | 8 |
| Total documented attendees/customers | | 18 |

TECHNICAL OUTREACH REPORT

Community Meeting Summary Report



ADDITIONAL PHOTOS



Board Memorandum

May 28, 2026

To: Board of Directors

From: Brad Milner, Assistant General Manager

Subject: Master Plan Development Activity Discussion

Objective: Discuss Master Plan development activities.

Action Required: No action is necessary; for information and discussion only.

Discussion: Camrosa selected MNS (now BKF) in August 2025 to provide Program Management consulting services to support the Integrated Master Plan and Capital Improvements Program. BKF was tasked to support the implementation of water supply and infrastructure rehabilitation/replacement projects encompassing potable, recycled, non-potable, and wastewater systems. BKF provides Program Management services including, but not limited to the following: coordination of currently engaged consultants and vendors; oversight to ensure the program proceeds on schedule and within budget; assist with development and implementation of the Integrated Master Plan for CIP projects and initiatives. The first three Program Management tasks for BKF are summarized below.

Task 1 – Team Integration and Workflow Plan. BKF prepared a Technical Memorandum (TM) to document the Program Management team organization, roles and responsibilities, lines of authority, and communication protocols. The TM included an inventory of all current consultant and internal staff tasks, to include associated task scopes, task-specific timelines and deadlines. The inventory of assignments includes a brief description of scope, status/progress, key milestones, and connections and dependencies amongst consultants and staff. The TM is a living document and serves as the initial Program guidance for stakeholders.

Task 2 – Master Plan Implementation Schedule. BKF prepared a TM summarizing their findings, recommendations, and preliminary implementation schedules including the following:

- Validated and prioritized project groupings by year
- Recommended sequencing logic, to include concurrency recommendations
- Assumptions and known constraints
- Risk areas, critical path bottlenecks, and mitigation recommendations.

The TM supports ongoing CIP updates and allows District staff to easily communicate priorities to the Board and the public. The TM is a living document and serves as the initial Program Schedule and tracking for all stakeholders.

Task 3 - Cost Estimating and Validation. BKF prepared a TM that summarizes CIP project cost estimates and cost validation for 37 of the District's priority 5-year CIP projects*. Depending on available data, the level of effort may range from a simple validation of current estimates up to a Class IV estimate. BKF prepared a TM that includes the following:

- Project descriptions
- Validated cost estimates and assumptions
- Escalation methodology
- Comparative tables
- Unit cost references
- Recommendations for contingency levels and inflation planning.

*Note: Cost estimating efforts for the Conejo RO, Valencia Well, and the five pump station projects associated with the Water Supply CIPs are not included in this task. These cost estimates are being prepared via separate PDRs that includes cost estimations.

The TM is a living document and supports future CIP budgeting, grant applications, and project phasing decisions.

Board Memorandum

May 28, 2026

To: Board of Directors

From: Brad Milner, Assistant General Manager

Subject: Master Plan Development Next Steps and Timeframe Discussion

Objective: Discuss next steps and timeframes related to the Master Plan Development.

Action Required: No action is necessary; for information and discussion only.