



CWNCRA Outreach Campaign Update

MEMO

To: CWC Board of Commissioners
Chair: Erin Mendenhall, Co-Chair: Roger Bourke, Treasurer and Secretary: Christopher F. Robinson; Commissioners: Monica Zoltanski, Gay Lynn Bennion, Scotty John, Bill Ciraco, Emily Gray, Bev Uipi, Annalee Munsey, Caroline Rodriguez, Jay Fox

CC: Laura Briefer, Salt Lake City Public Utilities
Tom Ward, Sandy City Public Utilities
Shayne Scott, Summit County

From: Will McKay, Director of Public Affairs
Lindsey Nielsen, Executive Director
Samantha Kilpack, Director of Operations

Subject: CWNCRA Outreach Campaign Update

Date: October 5, 2026

Staff recommends a revised approach to the CWNCRA engagement campaign: dropping the pre-bill petition component and shifting video production to an October–December timeline aligned with bill release. After the board requested an expedited meeting cadence for CWNCRA negotiations, staff is proposing an altered format and new schedule for the production of our CWNCRA engagement campaign.

The initial proposal was to film a series of promotional videos related to CWNCRA that would promote a petition campaign hosted on a platform like Change.org. The purpose of this petition campaign was to demonstrate public support for CWNCRA and engage the public before the official comment period began. Additionally, the videos would be used to amplify the bill once it was released to the public.

However, after further discussion, staff have concluded that launching a petition campaign in support of the current bill before the new bill has been drafted may not accurately reflect public sentiment if the new bill includes fundamental negotiated changes, potentially undermining trust in the process.

We are proposing to drop the petition component while still filming promotional videos that CWC can release alongside the bill once it is made public. Once the bill has gone through the public comment process, we can revisit the idea of a petition campaign, as it would likely have the same impact, if not more. The overall campaign budget, video content/scope, and production style remain unchanged from the original proposal — only the petition component and timeline are affected.

The revised schedule we are proposing would have filming take place in late October, with editing completed in December. This would allow staff to create the promotional videos once negotiations have concluded, ensuring a more accurate campaign. The release of the campaign materials would align with the board's approval of the legislation and its subsequent release to the public.