

# CV-SALTS IMPLEMENTATION OUTREACH

## 1. CAA FUNDING FOR CV-SALTS IMPLEMENTATION OUTREACH

The purpose of using the CAA funds available for SNMP Implementation Outreach is to engage permittees in the implementation of the CV-SALTS SNMP. This effort will reduce the barriers to implementation and assist the regulated community with understanding and economically implementing the SNMP. Other sections of this grant are dedicated to Management Zone Permitting for Nitrates, while this section would target all types of permittees and may also assist with the Salinity Permitting Strategy implementation. This outreach is intended to achieve several purposes:

- Expand knowledge of salt and nitrate issues in the Central Valley and how they are addressed but he SNMP
- Encourage early participation and misinformation among the regulated community
- Assist the regulated community in identifying the most economic and effective method to comply with the new requirements of the SNMP.
- Assist Management Zones with materials and support tools for working with the Disadvantaged Communities in their zones
- Assist the regulated community in understanding the salt permitting strategy and how to participate in the Prioritization and Optimization Study
- Outreach to potential non-permittee Management Zone participants to improve their understanding of the benefits of participation

### A. Scope of Work

- i. Outreach Consultant to coordinate and support the Public Education and Outreach Committee (PEOC) and to provide project management and reporting
- ii. With the PEOC identify materials and communication outreach method to support the goals above.
- iii. Develop in Draft with the PEOC and Finalize through the Executive Committee materials that support the program
  1. Pamphlets or fact sheets or similar materials for outreach
  2. Email, web, social media and other communication pieces
  3. Public explanation, video, or other support to assist permittees and their public in understanding the SNMP and implementation requirements
  4. Press focused outreach materials and copy for newsletters and local press

- iv. Support area, community or industry outreach as requested
- v. Report effectiveness and accomplishments
- vi. Compile final materials and a brief report of results for Executive Committee acceptance.

B. Budget

- i. Recommend \$70,000 of the \$500,000 be allocated to CV-SALTS Implementation Outreach
- ii. Project management estimated at \$10,000
- iii. Budget based on approximately \$25,000 for the video and \$35,000 for other materials and support efforts
- iv. Consultant team to provide support based on the approved agreement to complete tasks
- v. Budgets will be maximums and may be supplemented by management zone group funds under agreement

C. Schedule

- i. Schedule in grant should be 2 years with most efforts occurring in the first year, but may be initiated somewhat after the initial grant begins
- ii. If not all funds are used in the initial implementation the contract may be suspended until needed for later phases of work
- iii. Final report and all materials should be submitted within 3 years