

# CV-SALTS Disadvantaged Community and Limited Financial Resource Group Communication and Engagement Plan

---

## 1. Background and Understanding

CV-SALTS Executive Committee understands that CV-SALTS is a technical and complex effort taking place over several years. Because of this situation participation by Disadvantaged Communities (DAC) or financial resource limited groups (RLG) may be reduced and not produce full engagement. CV-SALTS has a goal to seek engagement from groups that may have these limitations and this plan seeks to further engagement through the efforts described below. No plan or organization can fully identify all groups or fully mitigate participation difficulties; however this plan will seek to develop systems to seek the best engagement possible. Participation and engagement of groups will differ by their interest and internal capacity to participate.

CV-SALTS from the beginning has invited various groups which have limited resources to participate and attempted to assist them in participation. However, we understand that participation in CV-SALTS can be costly in terms of use of qualified staff resources or consultants and in travel costs.

## 2. Current Efforts

Communications programs which can assist LRG/DAC have been developed and are described below. This is the first level of communication and engagement. The plan will propose several other efforts for Committee review.

Email distribution is the primary method used for the transmittal of materials to all participants in CV-SALTS. Several LRG and DAC groups are currently included in the email list and receive meeting information and general information updated monthly or more frequently.

To facilitate remote meeting attendance and at the recommendation of the Environmental Justice (EJ) community CV-SALTS developed the capacity to improve conference call and web broadcast of meetings to reduce travel and allow more efficient staff use for DAC groups and all participants.

Quarterly conference calls with primarily EJ Groups were initiated in 2008 and have been conducted most quarters. These calls provide background, status, and attempt to explain and get feedback on the overall CV-SALTS activities and specific studies and efforts.

Topical or timely briefings have been provided for specific studies or issues of known interest to environmental, DAC or LRG.

### **3. Identification of Resource Limited Groups**

To date, Environmental Justice groups have identified CV-SALTS as a priority for monitoring and participation as much as possible. Broad based environmental groups have participated in CV-SALTS on a limited basis especially in the Leadership Group meetings. Other participation by RLG has been intermittent and mostly through outreach workshops.

CV-SALTS needs to identify RLG or DAC in the Central Valley which have an interest in water quality specifically salt and nitrate

### **4. Understand Needs and Interests**

Limited understanding of the needs and interests of the EJ community has been established, however little is known about the needs and interests of other groups. Once additional RLG or DAC are identified as discussed in Section 3, above a systematic method should be followed to identify the communication and engagement needs and to characterize the interests or issue inventory of the groups related to salt and nutrient issues.

Engagement needs could include other methods of communication or participation, special meetings or briefings or other methods suggested by the groups. A characterization of the groups' interests or issue inventory, i.e. specific beneficial uses, nitrates in groundwater, public health or habitat and fisheries should be established in order to allow CV-SALTS to alert the groups of items of interest. Interviews or questionnaires may be utilized for the development of the issue inventory and engagement needs.

Based on the needs and interests specific studies or sections of studies may be more likely to attract DAC and RLG. If these can be identified and scoped they should be brought to the Technical or Executive Committee for prioritization.

### **5. Two Way Communications**

Communication is essential to engagement and being able to communicate to and receive information from the RLG may be different than for other groups. Meeting times, languages, and other specifics may be identified in discussions with the RLG and those that work with them. Outreach efforts may need to be modified or developed to communicate effectively with leadership from the RLG or DAC.

### **6. Engagement Enhancement Efforts**

#### **6.1. Group Identification**

The Committee has identified several methods for efficient identification of DAC and RLG in the Central Valley which are likely to have an interest or concern with salt and nitrates. Additional, method sources will be document if received from Committee Members. The sources and contact methods will be documented and the appropriate committee or group will be charged with implementing them within budget or through in-the kind contributions.

Committee recommended potential sources of water and salt/nitrate RLG and DAC groups include:

1. Contact with CWI and Karl Longley for contacts– Email Request 6/11/10
2. Contact Gita Kapahiat - SWRCB the Liaison to DACs – Email Request 6/11/10
3. Contact DWR IRWM requests from DAC groups qualifying for funding – Email Request 6/11/10
4. Direct contact with RAP approved IRWM groups to identify DAC's – Email Request 6/11/10
5. Education and outreach committee recommendations to be incorporated
6. Tribal Outreach both as a DAC and as parties which may not be able to participate due to other issues. The Regional Board has a list of tribes to contact.

## **6.2.Engagement Needs, Communication Methods and Issues Inventory**

Based on feedback from the committee and from existing EJ and DAC contacts a systematic process will be developed to request and document engagement needs, issues inventory and alternate methods of communication. The committee may wish to consider telephone interview, written survey or other methods and combinations of methods to identify and document the needs, issues and communication methods.

## **6.3.Engagement Expectations**

The Committee should document the engagement expectations for the groups based on the information in 6.2. Because different groups will be more or less inclined to be engaged it should not be assumed all identified groups will be equally engaged in CV-SALTS efforts and goals. The expectation of engagement should be characterized and documented for each group. Success of the Engagement Enhancement Efforts should be judged based on these expectations.

## **6.4.Participation Assistance and Engagement Enhancement**

The Committee may wish to consider specific assistance to the RLG which respond to the information developed in 6.2. Examples of assistance may include the following:

- Materials translation to appropriate languages
- Study adaptation to simplify and summarize technical and complex information into a more summarized and easier to understand format
- Technical assistance to the groups if an issue or need is identified in a technical area. Other resources for this include IRWM funding and technical assistance capacity
- Depending on the issues and needs financial assistance to the DAC or RLG for travel, study review or participation may be considered.
- Other methods for assistance may be developed and considered by the committee from the efforts in 6.2.