



Public Education and Outreach Committee

Draft Strategic Plan Edits 11/08 plus Audience Development

Mission Statements

Mission of the CV Salinity Policy Group

The mission of the Central Valley Salinity Policy Group is to work closely, in a collaborative manner to create a comprehensive Central Valley Salinity Management Plan.

Mission of the Public Education and Outreach Committee:

The mission of the Public Education and Outreach Committee is to obtain broad-based public participation in the creation and implementation of a comprehensive Central Valley Salinity Management Plan

Vision

The Public Education and Outreach Committee envisions a future where the general public and all water related agencies and groups at the state federal and local level are aware of salinity issues and all appropriate groups are engaged in managing salinity and developing a salt management plan with CV-SALTS.

Principles and Values

The strategic planning group identified the two nearly equal mission priorities of public education for salinity awareness and CVSALTS outreach efforts that will directly further a comprehensive Central Valley Salinity Management Plan in a collaborative and trusted manner. These discussions were distilled to the following:

Public Education The committee works to bring awareness of salinity to the general public and elicit their support to make the changes needed correct the problem

Proactive Outreach The committee works to outreach institutional, government, business and associations to educate and seek their participation and engagement to produce, finance and implement the Central Valley Salinity Management Plan

Integrity The committee seeks to provide information that is fair, balanced treatment of issues and recommendations grounded in science so that the public can trust the products and statements of the committee.

Collaboration: The committee works to obtain members representing differing views and interests achieving quality through diversity and compromise to unify all who recognize the importance of salt management in the Central Valley, and support the Central Valley Policy Group and the Central Valley Salinity Coalition.

The lists in the following sections below are not in priority order. The items are numbered in order to make review easier. The accomplishment of most of these items will require obtaining funding beyond current identified funds. Because the committee has both its own mission as well as a support role for the efforts of the other committees this plan may be revised and adjusted as other committees and the Executive Committee provide requests for assistance.

Future Accomplishments (Goals) before 2010

1. Integrate salinity into “common knowledge” awareness
2. Create a salinity trend “Buzz” – public knows their “Salt Footprint”
3. Broad group represented in committee – minority /industry/ environmental communities
4. Develop a Salt “Seal of Approval” for favored products
5. Engage water softener suppliers to become involved
6. Have a plan and begin implementation of school programs
7. Legislative staff education session
8. Celebrity involvement in salinity (well known champion maybe Australian)
9. Salt footprint calculator (known statewide)
10. Conducted Public forum
 - a. Workshops/Panels
11. Outreach and engagement of stakeholders leading to the preparation of Salinity Management Plan, groups are shown in Attachment A
12. Engage / utilize / develop “Central Valley Salinity Coalition” with membership of as many as 25 participants with \$200,000 to a \$3 mil budget
13. Continue and ensure collaborative approach effort (win/win)
14. Inject salinity into ACWA / CWEA / CASA / CVCWA and other associations or agencies
 - a. Industry groups
 - b. Irrigation
 - c. Ag
 - d. Others see Attachment A
15. California Water Plan
 - a. Outreach at IRWM
 - b. Guideline comments
 - c. Education about salt
16. Developed BMP list of economically responsible salt reductions
17. Developed a Library plan and began implementation
 - a. Informational fact sheets for specific salt audiences
 - b. Other materials and reports to support efforts for the public
 - c. Web based implementation of resources
18. Salt tour – Stakeholder supported
19. Developed Outreach Plan from strategic plan

Strategic Education and Outreach Priorities

From the discussion about the following were priority efforts that need to be the focus of the group. Overall function of the group was information and education exchange with the public and critical stakeholders.

1. Encourage the development of a BMP list of economically responsible salt reductions in cooperation the TAC
2. Public workshops and forum
3. Support Salinity Policy Group and CVSC outreach to associations and groups and as a service to the other committees
4. Outreach to agencies and governments and stakeholders to develop the Salinity Management Plan and implement the plan
5. Develop a Library plan and began implementation
 - a. Informational fact sheets for specific salt audiences
 - b. Other materials and reports to support efforts for the public
 - c. Web based implementation of resources
6. Provide communication and education integration with the other technical committees and the Executive Committee

Projects and Actions Near-Term

1. Complete Logo approval and implementation
2. Conduct a public Summit or Forum
3. Identify Stakeholders that must be engaged in Salinity Management Plan implementation & develop a strategy and plan for engaging them
 - a. Ag
 - b. DPH
 - c. Waste and Air Boards
4. Work to have other agencies/associations help with outreach through their membership and affiliations
5. Add Salinity into the Water Plan and IRWM Planning efforts
 - a. Outreach to IRWM folks
 - b. Guidelines comments and changes
6. Assist Executive Committee with outreach to agencies and governments (need to identify audiences, identify groups/messages and timing) [exercise next meeting]
7. Conduct a workshops at next year's California Teachers Association (State Board Support)
8. Expand and enhances committee participation
9. Encourage video documentary distribution

Projects and Actions Longer-Term

1. Encourage research funding for studies like faster low-salt cooking methods to reduce salt and cooking focused on food processing and other industries
2. Support Policy Group and CVSC and outreach to associations and groups

3. Encourage the development of a BMP list of economically responsible salt reductions
4. Develop a Library plan and began implementation
 - a. Informational fact sheets for specific salt audiences
 - b. Other materials and reports to support efforts for the public
 - c. Web based implementation of resources

Accomplishments

The committee also wanted to recognize the efforts and accomplishments completed over the past year.

1. Documentary
 - a. Local viewing (Fresno); (30-second advertisement of the documentary gave PBS viewers a good overview of the issue)
 - b. Planning national exposure in addition to other California cities
 - c. Gives balanced treatment of issues
2. Committee
 - a. Members represent differing views
 - b. Unified about importance of salt
 - c. Quality through diversity and compromise
3. Materials
 - a. Brochure
4. Workshops
 - a. Outreach / Education
 - b. Broad cross-sectional participants
5. Logo Development
6. California Water Plan – Strategy
 - a. IRWM- Salinity portion
 - b. Outreach

Attachment A – Audience Groups

The audiences are varied and each has considerable nuances that would be the subject of additional research and efforts where possible. However, the identified Audience Members include:

- A) State Groups
 - 1) CalEPA
 - 2) State Board Members and Staff
 - 3) CVRWQCB to an among Board Members
 - 4) CVRWQCB Management and Staff
 - 5) DWR
 - 6) DPH
 - 7) Food and Ag

- B) Federal Governments
 - 1) USBR
 - 2) US F&W
 - 3) USDA
- C) Tribal Governments
- D) Cities and Counties
- E) Stakeholders, participants and potential participants
 - 1) Dischargers/industry/districts/cities
 - 2) Industry and Business
 - 3) Land use planners and developers
 - 4) Urban and Ag water agencies-suppliers/irrigators/users (an area of focus)
 - 5) Broader business/economic development
 - 6) Environmental, habitat and environmental justice groups Farm labor
 - 7) Associations of above i.e. ACWA, CASA, BIA, etc
- F) Legislators/local political and community leaders
 - 1) Policy oriented
 - 2) Funding oriented
 - 3) Constituent oriented
 - 4) Federal Officials
- G) The Public
 - 1) Regulated
 - 2) Public Policy advocates
 - 3) As payers of the bill
 - 4) As the owners of the Future of their communities
- H) Others
 - 1) Schools (K-12)
 - 2) Academic and Research
 - 3) Schools and academic institutions
 - 4) Alternative language groups

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Attachment B Common Important Messages

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.