



DRAFT CV SALTS Public Education and Outreach Committee Work Plan 2010 - Version 4

Background

At the November 19, 2009 meeting attendees reviewed the list from the last version of the Strategic Plan and focused on more implementable efforts.

Several items were discussed in detail and they attempted to provide costs of the efforts shown below:

#2 – Slide cards with a budget of \$6000;

#7 – brown bag lunch with a budget of \$4000;

#10 – conduct 2 focused public forums or workshops cost \$10,000 each;

#17 – salt tour at a cost of \$20,000.

With this basis the following Draft Work Plan was prepared. The Committee provided several rounds of comments and several items were added or changed by Board Staff in the Progress Milestones document below.

CV SALTS Initiative 2010 Milestones

Stakeholder (CVSC) Progress Demonstration Status

To address the Significant Progress Milestones proposed on February 25, 2010 the following is proposed.

#	Timeline	Activity or Effort	Group	Document/Event	Status
1-e	Jun-09	Public Outreach/Scoping Meeting	PEOC	Outreach Meeting	April
13	Jul-10	Develop a plan to solicit meaningful stakeholder input on an ongoing basis from groups with limited financial resources (disadvantaged communities, EJ groups, etc)	Exec and PEOC	Expand existing efforts and document in plan	July
15	Sep-10	Hold the annual meeting of the Leadership Group	PEOC/Exec	Meeting	September

2. Further Develop Committee Workplan for 2010 and outline implementation

The committee should further develop the workplan with the committee chairs and participants along with any direction provided by the Executive Committee.

3. Tasks to be accomplished in 2010

There was agreement to work on detailing and funding the following efforts in the Order of Priority:

99 – New-support scoping public meetings/outreach support \$15,000

#10 – Conduct 2 focused public forums or workshops cost \$10,000 each;

#7 – Brown bag lunch with a budget of \$4000;

#2 – Slide cards with a budget of \$6000;



#17 – Salt tour at a cost of \$20,000;

13 (new) Stakeholder Plan for EJ and DAC group representatives *No cost estimate*

Total cost \$65,000

4. Public Scoping Outreach and Meetings

Description

CV-SALTS has planned for Scoping and Outreach meetings which are critical to the CV-SALTS efforts and to long term CEQA compliance and transparency of the efforts. These meetings will require significant outreach coordination and preparation to be effective.

Committee Efforts

- PEOC to determine the content of the meetings and highest priority outreach targets
- Committee to review content and material concepts. It is recommend agencies with PIO's review the content and information and support efforts in their local area.
- Executive Committee to Approve upon recommendation of PEOC

Funding

These meetings and outreach are needed to support the BUOS and other efforts of the CV-SALTS Committees.

Milestones and Deadline

Committee approvals, meetings scheduled in April

5. Public Workshops or Forums

Description

The Public Workshops or forum was based on prior salt workshops provided through CV-SALTS which provide a broad overview of salinity and nitrate issues in the valley and tailored to the local workshop area. The presenters are credible experts and staff from the agencies and consultants. Workshops should include significant outreach to the local communities to increase understanding and attendance at the workshops. The budget supports outreach, preparation and conducting the workshops or forum. The only cost to the participant would be for food, if required with the opportunities for scholarships as needed.

Committee Efforts

- PEOC Determine priority of this task and timing for the event and how to coordinate with other efforts
- Determine scope for contracting for the workshops and revise the budget estimate, review proposals or offers.
- Committee to provide ideas and review workshop plan/content
- Executive Committee to approve upon recommendation of PEOC

Funding

Funding for this item will be needed. It is possible that this effort may be fundable from the BUOS as the effort is aligned with the scope for the study. Additional funds may be needed and partnerships may be possible with BOR or others.

Milestones and Deadline

- Conceptual Plan and Detailed Budget
- Funding Approval

Committee approvals, deadline per Committee and coordinated with other efforts

6. Brown Bag Legislative Awareness Lunches

Description

WEF has prepared detailed information on the Salt Education Slide Card shown below:

The goal of the Brown Bag Seminar Series is to produce leaders, educated in water resources, who will be able to make informed decisions about how to plan for California's rising water needs in ways that are sustainable. The three Brown Bag Series Seminars proposed in this application will maintain that goal but with a tighter focus on Salinity issues. The Brown Bag Seminar Series provides elected officials and their staff aides with the opportunity to meet key stakeholders, hear various viewpoints from those working on the front lines of salinity issues, and receive reference publications and materials.

Committee Efforts

- PEOC participants to monitor for Legislation that would trigger implementation or create greater interest for the Awareness Lunches
- PEOC to work with WEF to design content and materials
- Recommend agencies with PIO's review information and support efforts
- Executive Committee to approve upon recommendation of PEOC

Funding

WEF has applied for funding from EPA for the \$6000 for this effort, if additional efforts are needed CVSC or other funding may be needed. Preliminary confirmation of receipt in February 2010 and funding decision in June 2010

Milestones and Deadline

EPA funding, committee approvals and deadline per funding

7. Salt Education Slide Card

Description

WEF has prepared detailed information on the Salt Education Slide Card shown below:

Utilizing the successful format that the Water Education Foundation has developed for previous slide cards dealing with topics such as Colorado River Facts, California Water Facts, and Prevention Pollution, the Salinity Slide Card will include facts and information about salinity in California's Central Valley and



its growing threat to food supply, drinking water, and lifestyle. The Salinity Slide Card will offer tips for individuals to help in the fight against Salinity. The slide card will present, in an interactive way, how much salt is used or created in various household tasks both inside and outside of the home. The Salinity Slide Card will also provide the user with a list of "how-to's" for decreasing salts, such as water conservation, use of liquid detergents, and selection of low-salt water softening home systems. The Slide Card will also offer various facts and figures about agriculture and salinity, including where the salt in the soil comes from, the amount of salt imported into the Central Valley from Delta water, and ways for farmers to respond and address the situation. The Water Education Foundation proposes to produce 3,000 copies of the Salinity Slide card for distribution and use by educators, water agencies and utilities, civic leaders and the general public.

Committee Efforts

- PEOC work with WEF to design content, layout and branding
- Executive Committee to approve upon recommendation of PEOC

Funding

WEF has applied for funding from EPA for the \$6000 for this effort. If additional copies are desired CVSC or other funding may be needed.

Milestones and Deadline

EPA funding, Committee approvals and deadline per funding
Preliminary confirmation of receipt in February 2010 and funding decision in June 2010

8. Salt and Nitrate Education Tour

Description

The Salt Education tour was based on prior water education and Delta tours provided by WEF and others that provide a bus tour to various areas that have salt impacts and solutions. This effort would raise awareness and focus on potential solutions and management alternatives for salt and nitrates. The budget is to prepare the tour and coordinate. The actual costs for expenses would be covered by the participants with a few opportunities for scholarships. The Committee recommends that this event be tied to another event, perhaps the workshops or another appropriate event to draw participants and extend advertising and outreach. The tour targets should be areas and operations that are examples of salt management efforts that will be part of the Basin Plan or Salt Management plan. The tour should highlight system problems and management opportunities as well as developing solutions.

Target audiences identified include:

- Legislative staff
- local elected
- Media
- Development, planning and land use

Committee Efforts

- PEOC Determine priority of this task and timing for the event and how to coordinate with other efforts. Determine scope for contracting for the tour and revise the budget estimate, review proposals or offers.
- Committee to propose and review tour plan and content
- Committee to work with others to develop sponsorships funding for scholarships
- Executive Committee to approve upon recommendation of PEOC

Funding

Funding for this item will be needed. It is questionable if current grants can contribute to this effort. Partnership may be possible with BOR or others to make this effort possible.

Milestones and Deadline

- Conceptual Plan and detailed budget
- Funding approval
- Committee approvals, deadline per committee and coordinated with other efforts.

9. Stakeholder Input from EJ and DAC groups representatives

From new item # 13 the Executive Committee is charged with developing a plan to solicit meaningful stakeholder input on an ongoing basis from groups with limited financial resources (disadvantaged communities, EJ groups, etc). No cost estimate has been developed.

The PEOC committee should assist the Executive Committee in developing a scope and timeline for the task. The criteria from Board staff indicate completion in July. The task would likely involve the identification and interviews with DAC group representatives and will build on the plan currently used for EJ and related groups.

10. Plan Implementation

The plan should be approved for content/appropriateness by the Executive Committee and for funding availability by the CV Salinity Coalition and Funding Source.

PEOC Committee should discuss a timeline for each program:

1. Support scoping public meetings/outreach support - April 2010
2. Conduct 2 focused public forums or workshops cost – June or September
3. Salinity Brown bag lunch after funding based on Legislation or pre/post November
4. Salinity Slide cards based on grant funding
5. Salt Tour, what events to partner or coordinate for implementation
6. Stakeholder Plan for EJ and DAC group representatives

Upon finalization of the timeline and plan, the PEOC will submit to the Executive Committee and CVSC.

10. Budget

The total Budget for this effort would be \$65,000 not including the committee support provided by CVSC. WEF has solicited \$16,000 from EPA to perform 2 items on the list leaving \$53,000. Some of the efforts listed in the effort, Public Scoping Meeting Support and Public Workshops/Forum are likely needed as part of the Beneficial Use and Objective Study, currently funded by the State Water Resources Control Board under a grant administered by the SJ Valley Drainage Authority. Approximately \$35,000 could be funded from this source. Other contributions would be needed for the remaining efforts, primarily the Salt Tour Development.

BUOS	\$35,000
EPA	\$12,000
Other	<u>\$18,000</u>
TOTAL	\$65,000