



Public Education and Outreach Committee

Coordination Meeting – March 17, 2011

Draft Notes

The Public Education and Outreach Committee met briefly following the March 17, 2011 Executive Committee meeting to review activities and accomplishments from 2010 and begin planning outreach activities for 2011.

2010 Activities

The group reviewed the activities completed in 2010, which included the following:

- Outreach/Scoping Meetings – (Joe, can you fill in how many were done, when, and where?)
- Leadership Group Meeting (postponed to February 2011)
- Others?

Priorities for 2011

The group discussed four potential areas of outreach and education to stakeholders and the public:

- A. Engage additional leaders and organizations to participate in CV-SALTS and commit resources to the program
- B. Engage stakeholders and underserved communities in the Basin Plan Amendment planning process
- C. Inform executives and funders (including legislators) about progress and needs
- D. Motivate behavior change among target audiences to reduce salts and nutrients and improve management

After some discussion of these four general approaches and communications techniques and activities, the group agreed to the following:

1. The PEO Committee should take a lead role in developing a concise description of CV-SALTS and the priority messages for specific audiences
2. Increasing the number of organizations that participate in CV-SALTS and provide resources (Item A above) is primarily the responsibility of the Funding Committee. The PEO Committee will provide assistance with messages, target audiences, and materials.
3. Developing and implementing a plan for engaging stakeholders, particularly underserved communities, in the planning process (Item B above) is the highest

- priority because the substantive planning work is now getting underway. Certain audiences such as the environment justice and environmental organizations are critical to engage now.
4. Informing executives and funders about progress and accomplishments (Item C above) is important and will be considered as part of discussions to revise the structure of the Leadership Group.
 5. Motivating public behavior change on salt and nutrient management (Item D above) is important, but not a high priority for effort and resources until the Basin Plan Amendment is developed. Other outreach activities for 2011, such as good public engagement in planning, will help support the long-term public education goals.
 6. Near-term activities should include (1) updates to the website to make it more public friendly and informative and (2) a newsletter (hard copy or electronic) to keep participating agencies and stakeholders informed.

Next Steps

1. Update the PEO Committee work plan for 2011 and gain approval of the Executive Committee.
2. Develop concise CV-SALTS story and messages for specific audiences.
3. Develop and implement a plan for gaining constructive input from stakeholders and underserved communities into the planning process at critical milestones.
4. Develop a plan and schedule for website updates and program newsletter.
5. Coordinate with the Funding Committee on outreach activities and messages.

Participants

Joe Digiorgio, Committee Chair
Jeanne Chilcott, Regional Board
Mark Felton, Culligan Water Conditioning
Charles Gardiner, CV-SALTS Program Support Team