

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: September 28, 2016 from 9:00 AM to 11:00 AM

Participants: Joe DiGiorgio (Chair), Daniel Cozad, Cristel Tufenkjian, Nicole Bell, Chris Reedy, Miryam Barajas, George Kostyrko, Pam Buford, JP Cativiela, Rosa Staggs, Bruce Houdesheldt, Parry Klassen

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Committee Membership and Election of Chair/Co-Chairs

- Joe DiGiorgio advised the committee that due to time constraints he would no longer be able to serve as committee chair.
- Daniel Cozad suggested that 2 co-chairs be appointed to replace Joe, and asked for volunteers and/or nominations. Selection of co-chairs will be added to the October meeting agenda.
- Nicole Bell indicated via email that she would be interested in serving as a co-chair.

Item 3: Communication Planning

a. Audiences

- Some of the potential target groups identified for the outreach effort:
 - Those who need to become formal members
 - General public and larger discharger community
 - Municipal and Special District water-related entities (CSDA, ACWA, etc.)
 - Irrigated Lands Coalitions (Growers, SGMA outreach, etc)
 - AG organizations and commodity groups
 - Farm Bureau
 - SGMA Groups (managers, public stakeholders)
 - Oil & Gas groups (Society of Petroleum Engineers, Associations, etc.)
 - Storm Water and Flood Agencies
 - Regional Water Management Groups (IRWMP etc.)
 - County government land use planning entities (County Supervisors, City Councils, etc.)
 - State Board – regular updates to
 - Federal Water Agencies
 - Environmental NGOs
 - Environmental Justice
 - Office of Legislative Affairs
- George Kostyrko suggested that the ongoing outreach activities for CV-SALTS be included as a recurring item on the Region 5 Board agenda. Pam Buford will talk to Jeanne Chilcott and Pamela Creedon about inclusion of this item on the agenda.

b. Messages

- Some suggestions from the committee for message building
 - Start with Jeanne Chilcott's PowerPoint presentation as a basis for building a set of talking points.
 - Combine high-level messaging for broad audiences, with a technical fact sheet for specific audiences

- Encourage participation by identifying the effort as a *partnership* with the target groups using a basic message structure of
 - “Why should they care?”
 - New regulatory structure and program
 - Need to understand you need a permit to farm
 - Enforcement is being taken by State Board
 - “What is being done?”
 - Stakeholder development of plan
 - Show integration with other programs (SGMA, GSA, industry, other regs...)
 - Locally based
 - “What do we want them to do? What action do we want them to take?”
 - Believe there is a connection between continued farming and provision of safe drinking water
 - Recognize time sensitive nature of response/implementation (270-day requirement for development of management plan). Include a timeline in materials.
 - Management Zone, Nitrate Issues, Permit Renewal, Management Practices
- Once the messaging is developed utilize a focus group to test provide feedback on the message.

c. Outreach Vehicles

- Design a full media outreach package to include but not limited to:
 - High level editorial meetings prior
 - Media call or meeting
 - Media tour of impacted locations/projects
- Develop the messengers as well as the messages
 - Align partners and identify potential antagonists
 - Farm Bureau
 - AG Coalitions & Stakeholders
 - ACWA, Water Suppliers
 - EJ Community
 - Tribes/Fisheries – Kings County
 - CSPA
 - County Supervisors (SGMA etc.)
- Other suggestions
 - Create a basic “FAQ” sheet
 - Update the Salt Brochure
 - Shift the focus from the CV-SALTS entity, to the broader effort to address NITRATES and SALTS, and the overall Central Valley water issues and programs.
- The committee agreed a basic web presence was sufficient, and not to pursue a social media campaign at this time.
- George and Myriam will meet next week (week of 10/3) to put together a proposed outreach plan.
 - Daniel will forward the previous PEOC materials to Myriam for reference.

d. Priorities and Timing

- Daniel will work with Regional Board on tying the various CV-SALTS milestones/projects to the timing of the outreach effort.

Item 4: Recap Next Steps and Next Planning

- The next PEOC meeting will be conducted via conference call on Wednesday, 10/26, from 9:00-11:00 AM.

Item 5: Adjourn