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