

## CV-SALTS Public Education & Outreach Committee Meeting

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**When:** Wednesday, October 26, 2016, from 9:00 AM to 11:00 AM

**Location:** Teleconference Only

**Conference #:** (641) 715-3580 Code: 279295#



### Agenda

1. Welcome and Introductions
2. Committee Membership and Election of Chair or Co-Chairs
3. Approval of [Minutes of the September 28 meeting](#)
  - a. Review for Consensus
    - i. Audiences
    - ii. Messages
    - iii. Outreach Vehicles/Targets
    - iv. Priorities
    - v. [Timing – Media Hooks](#)
4. Review and Discuss State Board [Outreach Plan](#)
5. Interim communication – non media
6. Materials
  - a. Updated Factsheet/Brochure Nitrate focused and General
  - b. Master Presentation Slides
  - c. Others
7. Recap Next Steps and [Set Next Meeting](#)
8. Adjourn

***One or more Central Valley Regional Water Quality Control Board members may attend.***

## 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**

## **CV-SALTS Milestones for Communication/Outreach**

### **Ongoing Development Outreach**

Important messages communicated to key target groups – Continuous

Preparation and planning for milestones - Continuous

### **Milestones for Media and Etc.**

1. Public Document Announcement and Board Hearing/Meeting (Informal public comment period)  
- January 2017
2. Presentation of the SNMP to the Board - March 2017 full day if we can get a joint workshop with the Central Valley Water Board. Looks unlikely right now. Maybe the State Board group can help
3. Draft Basin Plan amendment – September 2017
4. Basin Plan Consideration – February 2018
5. Basin Plan Approval – April 2018
6. State Board Approval - June 2018
7. Implementation begins – August 2018 but we don't know when this would be since has to be approved by OAL before GW components final and also USEPA for Surface Water Components.

## **Draft Communication/Outreach**

In preparation for upcoming Board presentations and key milestones, several information pieces, such as fact sheets, should be created for each targeted group.

Audiences could be broken up into three categories: stakeholders, public agencies, and the public. Some public agencies could be moved into the stakeholder category if they choose to become engaged and participate closely.

It can be assumed that stakeholders are highly aware of the issue and would want technical information. Depending on the type of the public agency, for the most part, they are moderately aware of CV Salts and would want information about how CV Salts impact their service and agency, and would want to learn how to become more involved.

The public most likely has low level of awareness of CV Salts. The information needs to be written in plain language. A Spanish version should also be developed.

We should develop Fact Sheets that target the three audiences based on their level of awareness. The Fact Sheets would encourage participation and partnership.

The fact sheets can be utilized and linked through most forms of communication.

### **Public Agencies & Stakeholders: Write articles and place them in industry publications.**

We can write articles targeting each audience. We can pitch/place articles in industry publications for stakeholder and public agencies audience. Local government associations have publications that we can pitch/place the articles. The associations have either daily or weekly electronic newsletters, some have quarterly publications that are mailed to their members, and also have online blogs.

General media can be used to reach the public. General media reporters can be invited for a local tour so that they can see for themselves the impact of CV Salts. Depending on the key milestone, a media call or meeting can be set to answer any questions from reporters. Specialty media would be included, such as Spanish networks Telemundo and Univision, and Spanish print such as Vida en El Valle.

The fact sheets would also be utilized to educate/inform reporters on the issue.

#### **Stakeholders:**

- Formal members
- Larger discharge community
- 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.)

- Environmental NGOs
- Environmental Justice
- Office of Legislative Affairs
- Tribes

#### Public Agencies

- Municipal and special districts
- Storm Water and Flood Agencies
- Regional Water Management Groups (IRWMP etc.)
- County government land use planning entities (County Supervisors, City Councils, etc.)
- Federal Water Agencies

#### **Local Government Associations**

CSDA – California Special Districts Association, <http://www.csda.net/>

CARCD - California Association of Resource Conservation Districts,  
<http://www.carcd.org/home0.aspx>

ACWA - Association of California Water Agencies, <http://www.acwa.com/>

CMUA – California Municipal Utilities Association, [http://cmua.org/  
contact@cmua.org](http://cmua.org/contact@cmua.org)

CRWA – California Rural Water Association, [http://www.calruralwater.org/  
info@calruralwater.org](http://www.calruralwater.org/info@calruralwater.org)

CASA – California Association of Sanitation Agencies, <http://www.casaweb.org/>

CaCities – League of California Cities, <https://www.cacities.org/>

CSAC – California State Association of Counties, <http://www.counties.org/>  
Independent Cities Association, <http://icacities.org/>

#### **Milestones for Media and Etc.**

1. Presentation of the SNMP to the Board - January 2017 Minor
2. Public Document Announcement and Board Hearing/Meeting - February 2017
3. Draft Basin Plan amendment – June 2017
4. Basin Plan Consideration – September 2017
5. Basin Plan Approval – December 2017
6. Implementation begins - Jan 2018

# CV-SALTS Meeting Calendar

## 2016

**1 January**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**2 February**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

**3 March**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**4 April**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**5 May**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**6 June**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**7 July**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**8 August**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**9 September**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**10 October**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**11 November**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**12 December**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### Notes/Key

- Light Red conflicts
- January is a Thursday/Friday
- Wed/Thurs 4th or 3rd
- Dark Green Exec Comm Policy
- Fridays at 1:00 pm
- Lt. Green Hatch Exec Comm Admin
- or **State Board Presentation**
- Yellow Salty 5
- Lower SJ River Committee
- Regional Board Breifing 8/17**
- TAC Meeting**
- Regional Board Presentation 6/22**
- Wednesday Meetings are DRAFT
- May be held by Webinar or
- in person in Sacramento half day