

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~~ **SALTS** impacts 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~~ **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 ~~where 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 of CV SALTS
- Larger discharger community
- Irrigated Lands Coalitions (Growers, SGMA outreach, etc)
- Agricultural organizations and commodity groups
- Farm Bureau State and Local bureaus
- SGMA Groups (managers, public stakeholders)
- Oil & Gas groups (Society of Petroleum Engineers, Associations, etc.)

Commented [D1]: We have identified much more than 3 audiences and Fact Sheets need to be developed accordingly. I believe Daniel and Daphanie have the list per our meeting notes.

Commented [JC2]: Does it make sense to have fact sheets for different types of stakeholder groups, for example, one targeted at farmers/growers and another targeted at rural residents who are not necessarily farmers but depend on wells for drinking water?

Commented [JC3]: What does this term mean? Do you mean "news media" such as television, newspaper, and radio reporters? Or are you planning something broader?

Commented [JC4]: Most people hate being described as dischargers.

Commented [D5]: SGMA is below

Commented [JC6]: Why are we calling out Farm Bureau specifically? Do you mean local Farm Bureaus (county level) or the California Farm Bureau Federation, headquartered in Sacramento? Why would they be called out separately instead of being listed as an agricultural organization?

- 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