Outreach Matrix

Industry or Area	North of Sac.	Sacramento	San Joaquin	Tulare	POTW	Irrigated Ag	Food processing	Wine	Dairy	Cities	Enviro EJ	Others
Members	□	□	□	□	□	□	□	□	□	□	□	□
Local Reginal Govt.	□	□	□	□	□	□	□	□	□	□	□	□
Members of CV-SALTS (Chief Executives and PIOs/Governmental Affairs)	□	□	□	□	□	□	□	□	□	□	□	□
News Media Reporters and Bloggers	□	□	□	□	□	□	□	□	□	□	□	□
Irrigated Lands Coalitions and their members	□	□	□	□	□	□	□	□	□	□	□	□
California Department of Food and Agriculture		□										
Lobbyists for CV-SALTS participants	□	□	□	□	□	□	□	□	□	□	□	□
Influencers and Opinion Leaders Reaching Public Regulated Communities	□	□	□	□	□	□	□	□	□	□	□	□
Influencers and Opinion Leaders Reaching Private Regulated Communities	□	□	□	□	□	□	□	□	□	□	□	□
Industry Publications and Associations Reaching Public Regulated Communities	□	□	□	□	□	□	□	□	□	□	□	□
Industry Publications and Associations Reaching Private Regulated Communities	□	□	□	□	□	□	□	□	□	□	□	□
Key Agricultural Organizations and Commodity Groups including CA Farm Bureau County Farm Bureaus, Western Growers Association	□	□	□	□	□	□	□	□	□	□	□	□
Targeted Environmental Organizations and Environmental Justice Organizations	□	□	□	□	□	□	□	□	□	□	□	□
U.S. Environmental Protection Agency		□										
Highest priority elected officials (TBD)	□	□	□	□	□	□	□	□	□	□	□	□
Priority 2 After March before September	□	□	□	□	□	□	□	□	□	□	□	□
Targeted Elected Officials (Governor's Office, Local Staff of Federal Delegation, State Legislators, County Supervisors)	□	□	□	□	□	□	□	□	□	□	□	□
Additional contacts within the Private Regulated Community (larger dischargers) including food processing, large farming operations, dairy operations, etc.	□	□	□	□	□	□	□	□	□	□	□	□
Oil and Gas Industry Groups such as Society of Petroleum Engineers California Independent Petroleum Association Western States Petroleum Association California Natural Gas Producers Association	□	□	□	□	□	□	□	□	□	□	□	□
Additional environmental and environmental justice organizations.	□	□	□	□	□	□	□	□	□	□	□	□

Municipal agencies and special districts	□	□	□	□	□	□	□	□	□	□	□	□
Groundwater Sustainability Agencies	□	□	□	□	□	□	□	□	□	□	□	□
Local and county stormwater management and flood agencies	□	□	□	□	□	□	□	□	□	□	□	□
Regional Water Management Groups (IRWMP, etc.)	□	□	□	□	□	□	□	□	□	□	□	□
CA Department of Water Resources and Bureau of Reclamation	□	□	□	□	□	□	□	□	□	□	□	□
CVP Water Users and State Water Contractors	□	□	□	□	□	□	□	□	□	□	□	□
Local Government Associations	□	□	□	□	□	□	□	□	□	□	□	□
CRWA – California Rural Water Association	□	□	□	□	□	□	□	□	□	□	□	□
Other interested organizations with communications networks that could potentially be utilized for outreach	□	□	□	□	□	□	□	□	□	□	□	□
USDA Service Centers Farm Service Agency, Natural Resources Conservation Service, Rural Development Area Office, and Conservation Districts	□	□	□	□	□	□	□	□	□	□	□	□
UC Cooperative Extension	□	□	□	□	□	□	□	□	□	□	□	□
County Ag Commissioners	□	□	□	□	□	□	□	□	□	□	□	□
State Colleges and Universities in the Central Valley	□	□	□	□	□	□	□	□	□	□	□	□
Priority 3 General Public	□	□	□	□	□	□	□	□	□	□	□	□
Land owners	□	□	□	□	□	□	□	□	□	□	□	□
Residents	□	□	□	□	□	□	□	□	□	□	□	□
Businesses	□	□	□	□	□	□	□	□	□	□	□	□
Immigrants that are non-English and non-Spanish speaking.	□	□	□	□	□	□	□	□	□	□	□	□