

CV-SALTS Communication Planning Update

CV-SALTS has been communicating to stakeholders and potential stakeholders since before the efforts began in earnest in 2006. Several phases of outreach have supported the formation and development phases through 2016. In the implementation preparation phase of Basin Planning specific outreach is planned and ongoing. Finally, at several phases of additional outreach are planned for implementation and the Prioritization and Optimization Study for Regulated Brine Line and related infrastructure and programs. The following list provides a summary of the phases and which years they occurred.

- Initiation – Awareness and Study support 2006-2010
- Engagement – Participation 2008 -2016
- **Implementation Preparation - Outreach 2015-2018**
- Implementation Outreach -2018 to 2020
- Management Zone and Local Community Outreach 2017 and on
- P&O Study engagement 2018 and on

Outreach planning and materials are supported by funding from Central Valley Salinity Coalition

Current Implementation Preparation Outreach

The CV-SALTS initiative has from the beginning had a Public Education and Outreach Committee (PEOC) under the Executive Committee. This committee works with staff support from CVSC and the State Board to plan and implement outreach. The Communication Plan (attached) includes an Outreach Matrix to expand the understanding of regulated entities and their communities, as well as others that should understand the program its implications and benefits. The matrix used a Distributed Communications approach based on the connections to community and industry that PEOC members have. The matrix identifies the following which are represented in the PEOC.

- Agriculture by Area, North, Sacramento, San Joaquin, and Tulare
- Dairy
- Food Processing
- POTWs
- Oil and Gas
- EJ and Water Boards
- Media and local communities

There are 20 members supporting local/regional outreach including EJ Groups as members of the PEOC. We make presentations and have a group of folks, many you heard from who make presentations to their industry and communities. We have learned that timing is important, some participants want participate in setting the rules and some just need their problem fixed. Appropriate timing is key to success.