

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: January 31, 2018 from 11:00 AM to 12:00 PM

Participants: Nicole Bell (Chair), Charles Gardiner, Glenn Meeks, Cristel Tufenkjian, Mary Currie, Bruce Houdesheldt, Walt Plachta, Christine Zimmerman, Daniel Cozad

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the October 10, 2017 Meeting

- Cristel Tufenkjian moved, and Bruce Houdesheldt seconded, and by general acclamation the October 10, 2017 meeting notes were approved.

Item 3: Recap and Follow-up from January 19th Regional Board Workshop

- The committee discussed the January Workshop. There was general agreement that the presentations and the overall participation at the workshop went very well. The committee discussed the concern voiced by Dr. Longley at the workshop regarding the participation of the EJ representatives with the PEOC.

Item 4: Discuss EJ PowerPoints and any Final Comments

- Some of the feedback from the committee on the PPTs:
 - The presentations state the risk for groundwater contamination only comes from agriculture, with no mention of the contribution of septic tanks.
 - They do not address that only a certain subset of the population is at risk for health risks from high nitrate levels.
 - The EJ community is not identified as a stakeholder in the CV-SALTS process.
 - The materials are not at the level necessary for going to a local community meeting of DACs, because they are primarily aimed at agencies, cities, water districts and other entities that may serve a DAC.

Who is reaching out to the DACs themselves?

Item 5: Outreach Matrix

- The committee discussed the Snapshot of Audiences Reached in 2017 and the Draft Communications Strategy for 2018.
 - One proposal for 2018 was the possibility for a targeted outreach with educational background materials sent out in a broad distribution in advance of the Notice to Comply from the Regional Board.
 - Once the full list is compiled, Glenn Meeks will talk with Legal on what the options are for sending such outreach materials using the Regional Board distribution list.
 - Committee members that are aware of any gaps in outreach coverage to certain audiences please make sure to forward that information to Charles and Mary.
 - Charles highlighted for the committee the need to put in some media briefings prior to the June/May hearing.
 - Committee members should forward thoughts or comments on the proposed outreach plan for 2018 to Charles and Mary.

Item 5: Discuss material/product needed.

- The Drinking Water insert will be forwarded to the Executive Committee for final approval.

Item 5: Recap Next Steps and Set Next Meeting

- A Meet-O-Matic will be sent out to determine the best date for the next PEOC meeting.

Item 6: Adjourn