

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, January 8, 2019 from 3:00 PM to 4:00 PM**

Location: Teleconference Only

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



Agenda

1. **Welcome and Introductions**
2. **Approval of [December 4, 2018 Meeting Notes](#)**
3. **Outreach Matrix Update – Mary and Charles**
 - Review Documented Activities and Feedback
 - [Outreach Tracking](#) <- Link Only
 - Press and broader outreach
4. **Recap of Workshops – Mary/Charles**
 - [Summary of Workshop Feedback Forms](#)
 - Follow-up Actions
5. **2019 Communication Plan – Mary/Charles**
 - [Discussion Questions](#) Re: Updating the Communication Plan
 - [Status Report on Communication Strategies, January 2018](#)
 - [Communication Plan 2017](#)
6. **Recap Next Steps and [Set Next Meeting](#)**

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

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: December 4, 2018 from 3:00 PM to 3:40 PM

Participants: Nicole Bell (Chair), Charles Gardiner, Daniel Cozad, Mary Currie, Walt Plachta, Parry Klassen, Patrick Pulupa, Cristel Tufenkjian

Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the November 13, 2018 Meeting

- Parry Klassen moved, and Patrick Pulupa seconded, and by general acclamation the November 13, 2018 Meeting Action Notes were approved.

Item 3: Outreach Matrix

- Mary Currie provided an update on recent items added to the matrix.

Item 4: Status Update for Workshops

- The committee discussed the status of workshop preparations. Some of the feedback provided by the committee:
 - Mary provided the list of registered participants as of 11/30/18.
 - Current registration totals: 101 Tulare, 78 Modesto
 - Committee members were asked to review the list of respondents for missing sectors that may still need to be contacted. Workshop organizers should confirm that local government has been invited. Mary will update the list of RSVPs and forward to the workshop contact list on 12/5.
 - The committee reviewed the Workshop Logistics Summary, suggesting the following:
 - Name badges for participants, including affiliation, should be created at check-in.
 - Cristel Tufenkjian will help with registration in Tulare, and Kayla Cathers will assist in Modesto. Anyone assisting with registration should arrive no later than 9:00.
 - Participant emails should be captured during registration for subsequent follow-up.
 - Per Glenn Meeks, the EJ group appreciated being invited to the workshop. They will not participate in the panels but will have members in attendance. Translation services will not be needed.
 - Due to the additional time required for separate filming of each presentation, Catalyst will order lunch for the Tulare presenters (Daniel, Tess, Tim and David).
 - Mary will send out a revised Workshop Program on 12/5.

Item 5: Recap Next Steps and Set Next Meeting – Next PEOC Meeting set for Tue., January 8th @ 3:00. The Communications Plan for 2019 will be a topic for discussion.

Modesto Workshop Feedback Summary

The following summarizes the 17 workshop forms turned in after the Modesto Workshop on December 13, 2018.

Ranking: The average was 8.6

Most Valuable:

- Timeline, maps, options for compliance
- Schedule of Basin Plan Amendments and requirements
- Whole workshop
- Good general concept laid out with good information
- History, Panel Discussion and Tess Dunham
- Outline of expected implementation actions/timeline; potential overlap with GSAs and water quality coalitions in forming/managing management zones.
- Focus on the priorities
- Comparison of differences and similarities between GSA and management zones
- Overlap with SGMA, PPT showing requirements and where efforts may overlap.
- Management zone formation; critical groups to include; immediate solutions or theories; long-term proposal examples.

Would be Helpful

- A list of existing groups (GSAs, irrigated lands, etc.) in each basin (especially priority 1 basins) that are known and aiming for same/similar goals.
- Network opportunities (City of Lodi)
- How is this going to work?
- Follow Up
- Include all stakeholders “stormwater” not considered but is being considered as a funding source.
- List of pertinent contacts: regulatory, GSAs, water quality coalitions, EJ groups
- Periodic Updates
- Additional information from panel questions
- Better ideas/more ideas how to develop solutions for long term; list of permittees that the letter will be sent to.
- More guidance on how we accomplish all of this; the state has very [high] expectations of local control and, speaking from experience, I do not.
- Management zone updates
- More “overlap” resources; by that I mean if folks are wanting materials, or holding discussions on identified overlapping efforts and cost sharing, it would be great if that was shared; No one should have to reinvent the wheel, sharing resources is great.
- How other drinking water constituents of concern may follow a similar regulatory reaction.
- Information on where to connect with parties forming management zones.

Industries Represented: POTW, government, stormwater, environmental consulting services, water, irrigation or conservation district, irrigated agriculture, food processing, GSA, dairy

Tulare Workshop Feedback Summary

The following summarizes the 10 workshop forms turned in after the Tulare Workshop on December 13, 2018.

Ranking: The average is 8.65.

Most Valuable:

- Standards and pathways to achieve compliance
- What is coming in the near and far future
- Realizing various organizations are not coordinating with each other to decide how to prepare to CV-SALTS, e.g. mid-Kaweah and Kaweah Basin.
- Tim Moore's presentation and explanation of need, purpose, actions timeline and consequences of the salinity and nitrate regulations and the situation in the state of California
- Overview of program and differences/similarities between CV-SALTS program and SGMA
- The opportunity for collaboration between SGMA and CV-SALTS
- The focus on water quality for drinking purposes of the different regulations, programs, organizations and departments.
- Overview of the nitrate challenge in the Central Valley
- Management Zones -expectations for discharge for waters <10 mg/l
- Presentations provided a great overview of the nitrate regulations, GSAs, SGMA, and management zones. This workshop was very helpful in learning about the nitrate issue.
- Discussion and overview of management zones and the Q&A

Would be Helpful:

- Combine information and dialogue
- Bring the salinity component into the discussion
- Additional panel speakers (e.g. DACs and non-profit organizations)
- Additional time for Q & A and additional time for the panel discussion
- Additional information on the role of ILRP
- There was a focus on DACs but there was no speaker, but there was no representative that provided a DAC perspective on SGMA and CV-SALTS
- Examples of programs and projects or even programs of other subjects that have worked like air quality
- A bit more on the context of the purpose of the discussion would be helpful. The questions and concerns at the end were important.
- Requirements for drinking water discharge to waste which is minimal. Discharge to waste is a necessary function of meeting water quality and should be considered minimal, are we still required to comply? Ultimately, we are treating > 10 mg/l. (We should respond to this one - Tamara Kelly, Cal Water System, tkelly@calwater.com)
- A workshop that covers the western Kern County area would be helpful, where the oil and gas industry would be discussed.

Industries represented: Other Agriculture, Irrigated Ag, Ag Trade Assn., Water, Irrigation or Conservation District, Dairy, Engineering Services, DAC/EJ, NGO, Engineering Consultant, Oil and Gas, Environmental Consulting.

Discussion Questions for PEOC, January 8, 2019

Before updating Communications Plan for 2019, we'd like to take time on the January 8 call to discuss what you'd like us to accomplish in 2019. The following questions are intended to gain insight on what the PEOC would like in terms of education and outreach for 2019.

1. What do you see as the most important education and outreach goals for 2019?
2. What target audiences and challenges should be addressed prior to the possible approval of the Basin Plan Amendments by the State Water Resources Control Board coming up in April?
3. If the State Board approves the Basin Plan Amendments in April, what do you see as the most important next steps for the education and outreach following that approval.

January 8, 2018

Status Report on Communication Strategies and Activities CV-SALTS Project

Phase 1: Communication Plan and Written Materials Developed

In late 2016, with the pending release of the CV-SALTS *Salt and Nitrate Management Plan* (SNMP), it was clear to the CV-SALTS Executive Committee (EC) and the CV-SALTS Public Education and Outreach Committee (PEOC) that additional education and outreach was necessary to inform stakeholders about the SNMP and the associated regulatory modifications and improvements.

The Catalyst team was brought on board to support the ramp-up of education and outreach for the CV-SALTS initiative. The Catalyst team began by developing a comprehensive **Communication Plan** to support general outreach and education for the January 2017 SNMP release, 2018 Basin Plan Amendment process, and the 2018 start of implementation of the SNMP. Working with the PEOC members collectively and individually, the Communication Plan was developed to include goals, key audiences, prioritization of key audiences, key messaging, and suggested engagement tactics. The Communication Plan was developed to be flexible and allow for the appropriate level of education and outreach for SNMP-related milestones. A core principle of the Communications Plan was that CV-SALTS leaders and Central Valley Salinity Coalition members would be leaders and spokespeople for the program. The PEOC and the Catalyst team would develop supporting materials and provide coordination support for outreach and education activities.

Following the completion of the Communication Plan and the January 2017 release of the SNMP, the Executive Committee and PEOC agreed that the communications **priority** was to focus on the development of **written communication materials** that would best support the education and outreach efforts to key opinion leaders in all affected industries. A family of written materials was developed to serve as the foundational outreach and education tactics (see page 3). The written communication materials can now be used with the wide range of audiences prioritized in the Communication Plan to convey the purpose and regulatory recommendations of the SNMP.

Phase 2: Establish and Execute a Communication Strategy for 2018

The Communication Plan established the following goals. As 2018 begins, it is time for the PEOC and Executive Committee to revisit the overall communications strategy and set outreach/education priorities for 2018.

- Inform, educate, and raise awareness regarding the overarching salt and nitrate pollution challenge in the Central Valley.
- Inform, educate, and raise awareness regarding the SNMP, its associated policy recommendations, and suggested implementation timeline.
- Build support for adopting and implementing the SNMP and its associated policies.
- Change attitudes regarding regulations being “all bad” and communicate that the SNMP adds needed flexibility.
- Influence audiences that may have apprehension or concerns regarding the SNMP.
- Explain and promote the benefits of the SNMP.
- Ensure that stakeholders are adequately informed **prior** to each SNMP project milestone.

The key CV-SALTS activities in 2018 are the Basin Plan Amendment process and subsequent SNMP implementation planning and education. The overarching communication strategy for 2018 is to broaden the outreach and education effort when and where possible, and within resources available. The following are the proposed priorities for 2018:

- Continue to inform, educate, and raise awareness regarding the overarching salt and nitrate pollution challenge in the Central Valley.
- Brief key reporters and editorial boards about CV-SALTS and the Basin Plan Amendment process leading up to Central Valley Board and State Water Board actions.
- Inform, educate, and raise awareness regarding the Basin Plan Amendments among key representatives of the regulated community and other influencers.
- Build support for adopting and implementing the Basin Plan Amendments.
- Begin development of educational workshops for communities and regulated entities in high priority areas.

The following are the key 2018 milestones to focus the communication strategies for 2018.

1. **January 19, 2018:** Workshop, Regional Board to begin consideration of the Basin Plan Amendments
2. **March 12, 2018:** Workshop, Regional Board further consideration of the Basin Plan Amendments
3. **May 31, 2018:** Hearing, Regional Board consideration of approval of the Basin Plan Amendments
4. **July 2018:** State Board to consider approval of the Basin Plan Amendments
5. **September 2018:** SNMP implementation begins with groundwater actions in defined Priority Areas

Following conversations with PEOC members representing specific industry sectors, the following recommendations were made for continuing, and expanding where possible, the outreach and education effort in 2018. One of the key considerations for the PEOC and the January 2018 Executive Committee is the effort and involvement of CV-SALTS participants and Coalition members in the 2018 outreach and education activities. As outreach activities expand across the Valley, additional spokespeople are needed. The PEOC members do not have the bandwidth to expand their outreach and education efforts further. Other leaders are needed to increase involvement in education and outreach by undertaking activities such as making presentations and sharing the CV-SALTS Outreach Brochure with their constituents and others.

The following are actions, by milestone, for the EC and PEOC to consider adopting as the 2018 communication strategies.

ACTIONS BEFORE JANUARY 19, 2018 WORKSHOP

1. **IN PROCESS:** By industry sector, **review the Priority 1 and 2 audiences** outlined in the Communication Plan to identify audiences that **have not been “touched”** with information about CV-SALTS. Report to the PEOC at their January 2018 meeting with the intention of identifying tactics for coverage of the not yet “touched” audiences.
2. Work with EC/PEOC members to reach out to key leaders at the **Farm Bureau, the Agricultural Council of California, and the Western Growers Association** to assess their knowledge and position on CV-SALTS, with the intention of enlisting their support in educating their memberships.
3. Set **editorial board meeting** dates with the Sacramento Bee, Fresno Bee (and additionally newspapers recommended by the EC/PEOC) for meeting dates before July 2018 when the State Board is set to approve the Basin Plan Amendments. It can take time to get on the editorial board calendar, so it is recommended to start this process in early January 2018. The editorial board meetings also provide the opportunity to include the primary reporter for this subject area.

ACTIONS BEFORE MARCH 12, 2018 WORKSHOP FOR DISCUSSION OF BASIN PLAN AMENDMENTS:

4. Identify specific groups, organizations, associations, individuals, etc. that **do not or may not support** the Basin Plan Amendments. Schedule a briefing with these key influencers prior to the scheduled approval by the Regional Board in late May/early June.
5. Conduct an audit of 2018 events, conferences, workshops where CV-SALTS should be present and on the agenda. Once identified, schedule an appropriate presenter or panel.
6. Schedule, establish location, and agenda for two informational/educational workshops in priority areas of the San Joaquin Valley, one to occur in June 2018 and one in November 2018. These initial workshops will serve to develop the structure, format, and content for workshops in other areas of the Central Valley. The invitations would be the responsibility of all members of the Central Valley Salinity Coalition and the Regional Board. Content from these workshops could also be used to develop a Webinar that stakeholders could be informed about and view on their own time.
7. Review the existing PowerPoint presentations developed to date on CV-SALTS and the SNMP with the intention of creating one PowerPoint presentation for use by EC/PEOC/Coalition members to aid in making simple presentations. Industry specific slides would be made available for inclusion. This could also support Item 5 above.

ACTIONS BEFORE LATE MAY/EARLY JUNE 2018 REGIONAL BOARD APPROVAL HEARING & BEFORE STATE BOARD HEARING IN JULY 2018

8. Conduct editorial board briefings prior to the July 2018 hearing on the Basin Plan Amendment adoption (see item 3 re: setting editorial board meeting dates). These meetings should be attended by Pamela, Daniel, and three reps from regulated industries.
9. By industry sector, work with the EC/PEOC to identify stakeholders that will attend and express support at the Basin Plan Amendment hearing before the State Water Board in July 2018.
10. In June 2018, conduct the first outreach/education workshop in a high priority area of the San Joaquin Valley.

ACTIONS BEFORE THE SEPTEMBER 2018 START OF IMPLEMENTATION IN PRIORITY AREAS

11. Develop outreach and educational materials to explain in more detail the steps that dischargers will have to follow in the high priority areas. The approach could be a combination of written materials and/or a targeted Webinar on this topic. Identify and schedule presentations and panel discussions at high priority events for the regulated communities (see item 5 above).
12. In November, conduct the second outreach/education workshop in a high priority area of the San Joaquin Valley.

Summary of Communication Materials Available for Outreach and Education as of December 2017

Written Materials

The first outreach tactic was to develop a family of written communication pieces that could be easily distributed and readily used to support the Communication Plan goals. The following is a list of the written materials developed from December 2016 to November 2017.

1. **Communication Plan**
2. **CV-SALTS Fact Sheet**, 2 pages
3. **Overview of the SNMP**, 3 pages
4. **Overview of CV-SALTS and SNMP**, 4 pages
5. **Press Release** – not issued
6. **Seven Policy Summaries**, 2 pages were reviewed and edited by Catalyst in February 2017
7. **CV-SALTS Outreach Brochure** – 11 by 17 printed
8. **Spanish Versions** of the 2-page Fact Sheet and the CV-SALTS Outreach Brochure
9. **Five topic-specific inserts** (Dairy, Sacramento Valley Ag, San Joaquin/Delta Ag, Publicly Owned Treatment Works, Oil and Gas) for distribution with the Outreach Brochure. The Safe Drinking Water insert is still in process, and will not be ready for approval until the February EC/PEOC meetings.
10. **Status Updates for 2016 and 2017** were developed for the CV-SALTS website.

Outreach Tracking Tool

A Google Drive Outreach Tracking spreadsheet for PEOC members to easily enter outreach endeavors and future events is now online. The link to the spread sheet is:

https://docs.google.com/spreadsheets/d/1UJjueg72j7p1C8qz5xcckV3I_OpxqZ5QDFg4b8Hala/edit#gid=1913590428

PowerPoint Presentations

Concurrently, Daniel Cozad CV-SALTS Executive Director, Central Valley Water Board staff, and PEOC members have developed PowerPoint presentations to use when discussing CV-SALTS, the SNMP, and the Basin Plan Amendments.

DRAFT COMMUNICATIONS PLAN 2017

Overview

CV-SALTS released the *Salt and Nitrate Management Plan* (SNMP) after a decade of preparation, technical study, and coordination with its diverse membership. The Communication Plan will assist CV-SALTS in outreach to and engagement with key audiences regarding surface and groundwater challenges in the Central Valley, the purpose, goals, policies, and recommendations of the SNMP, and its ultimate adoption and implementation. The Communication Plan is designed to be flexible and to support the release of the SNMP in January 2017, associated Water Board presentations, and key adoption milestones through 2018, leading to SNMP implementation.

Goals

Goals for the CV-SALTS Communication Plan include:

- Inform, educate, and raise awareness regarding the overarching salt and nitrate pollution challenge in the Central Valley.
- Inform, educate, and raise awareness regarding the SNMP, its associated policy recommendations, and suggested implementation timeline.
- Build support for adopting and implementing the SNMP and its associated policies.
- Change attitudes regarding regulations being “all bad” and communicate that the SNMP adds needed flexibility.
- Influence audiences that may have apprehension or concerns regarding the SNMP.
- Explain and promote the benefits of the SNMP.
- Ensure that stakeholders are adequately informed prior to each SNMP project milestone.

Key Audiences

For the SNMP project, key audiences include the categories listed below:

1. Local, state, and federal elected officials
2. Local, regional, state, and federal agencies
3. Native American tribes
4. Business and industry associations and organizations
5. Environmental interests and environmental justice organizations
6. Private regulated community (farmers, dairies, ranchers, food processing, industry, etc.)
7. Public regulated community (WWTPs, municipalities, etc.)
8. Media (print, television, radio, web)
9. Other opinion leaders and influencers
10. General public

These broad categories of **Key Audiences** can be grouped by outreach priority to assist in identifying the best outreach strategies to be used and the outreach timing based on project milestones. When prioritizing audiences, it is helpful to keep in mind that **Key Audiences**

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include (1) allies who support what is proposed, (2) adversaries who oppose what is proposed, and (3) neutrals or people whose position or attitude is unclear or who have not become actively involved yet. It is important to understand and anticipate the individuals and organizations in each category for each of the key audiences.

Priority #1 Audiences

Priority #1 Audiences includes those that are engaged in and knowledgeable about CV-SALTS and the process surrounding the development of the SNMP. The goal is to target immediate outreach activities on the most important opinion leaders and influencers, generally identified as specific individuals, to provide information to leaders in the regulated community, interest groups, and agencies. The specific contacts for each as well as the “ally, adversary, neutral” level for each will be refined in coordination with CV-SALTS. The key news media contacts are included as news coverage can often be an effective vehicle for educating, engaging, and supporting influencers.

- Members of CV-SALTS (Chief Executives and PIOs/Governmental Affairs) See *Appendix C*
- News Media Reporters and Bloggers
- Irrigated Lands Coalitions
- California Department of Food and Agriculture (CDFA)
- Lobbyists for CV-SALTS members
- 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 (www.cfbf.com), County Farm Bureaus, Western Growers Association (www.wga.com)
- Targeted Environmental Organizations and Environmental Justice Organizations
- U.S. Environmental Protection Agency
- Highest priority elected officials (TBD)

Priority #2 Audiences

Priority #2 Audiences would include public agencies, associations, organizations, groups that are somewhat or moderately aware of CV-SALTS. These audiences would likely want information about how CV-SALTS affects their service, organization, or agency, and may want to learn how to become more involved. The goal is to expand outreach to these audiences through briefings, articles, information materials, and social media. The specific contacts for each as well as the “ally, adversary, neutral” level for each will be refined in coordination with CV-SALTS.

- 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.

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- Oil and Gas Industry Groups such as Society of Petroleum Engineers (SPE, www.spe.org); California Independent Petroleum Association (CIPA, <http://www.cipa.org>); Western States Petroleum Association (WSPA, www.wspa.org); California Natural Gas Producers Association (CNGPA, www.cngpa.org); etc.
- 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
 - ✓ 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>
 - ✓ CRWA – California Rural Water Association, <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/>
- Other interested organizations with communications networks that could potentially be utilized for outreach
 - ✓ USDA Service Centers located throughout the Central Valley that provide connection to Farm Service Agency, Natural Resources Conservation Service, Rural Development Area Office, and Conservation District
 - ✓ UC Cooperative Extension
 - ✓ County Ag Commissioners
 - ✓ State Colleges and Universities in the Central Valley

Priority #3 Audiences

General Public –additional outreach to these audiences not reach through Priority #1 and #2 outreach.

- Land owners
- Residents
- Businesses
- Immigrants that are non-English and non-Spanish speaking.

Strategies for Engagement

Communication strategies have shifted in recent years due to the evolution of access to online information. Social media apps, blogs, podcasts, discussion forums, etc. are now a significant means of communication. New and innovative communication strategies, where appropriate, should be added to the mix of traditional strategies that include press release, fact sheets, and press kits. Further, strategies are generally most effective when they are tailored to specific audience-type(s). Messaging in today's world of instant news (and fake news) must be told in more compelling and attention grabbing ways. It is important for consistency and accuracy of information that materials developed be repurposed and used as the basis for other materials. For example, a media release or fact sheet can be repurposed as the basic content for an article, email distribution, newsletter article, or short video. And, for this project, targeted materials should be translated into Spanish.

- Develop audience-targeted **Factsheets**
- Issue **Media Releases** to targeted writers and news outlets
- Use **Social Media** to engage influencers
- Develop industry and technical **Articles**
- Develop **Newsletters**, target as needed
- Host **Field Briefings** that demonstrate issues
- Create compelling quality **Visuals, Graphics, and Infographics**
- Utilize industry **Leaders and Influencers** for presentations and consensus building
- Use targeted **PowerPoint Presentations**
- Conduct **Briefings** with key stakeholders
- Develop **Short Videos**
- Send **Email Blasts** to coalition members and communications partners
- Use established **Outreach Channels** for distribution of materials when possible
- Contact topic-appropriate **Bloggers**
- Create **Frequently Asked Questions**

Initially, several written pieces listed below would be developed to announce the release of the SNMP with the problem and solutions identified. They would also include the associated project milestones for 2017 and 2018, contacts for more information, etc. These initial pieces will be developed such that they can be easily repurposed, when possible, for use in other outreach and engagement strategies.

1. Priority #1 Audiences: A More Technical Fact Sheet (Fact Sheet #1) would be developed to provide baseline technical information as well as pertinent information regarding proposed policy changes for the regulated community. *Fact Sheet #1 can be made available to all audiences as requested.*
2. Priority #1, 2, and 3 Audiences: Basic, Backgrounder Fact Sheet (Fact Sheet #2) would be developed to concisely define the problem, present solutions and associated policy changes recommended in the SNMP. It is recommended that Fact Sheet #2 be translated into Spanish.

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3. Priority #3 Audiences: Simple, Concise, Short One-Pager would be developed to be used in all strategies implemented to reach the general public.
4. Priority #1 Audience: Press Release would be developed for targeted reporters and news outlets.

Additional strategies for engagement will be added as appropriate at each project milestone that are deemed audience appropriate.

Key Messages

Key messages are the most succinct statement of the message you want a target audience to receive. Key messages are clear, benefit-oriented, and written in language that the target audiences can understand and relate to.

The following are initial key messages for the SNMP rollout. The messages are not presented by priority but rather in “story board” order. The order of messaging will be tailored to target audiences.

1. **There is a problem with historic and ongoing salt and nitrate accumulations** that are impacting water quality and the economic sustainability of the Central Valley.
 - The Central Valley has a growing salt problem that could negatively impact the water quality and ultimately the economic engine of region.
 - The Central Valley is facing nitrate levels are impacting the drinking water
 - More salt enters the Central Valley than leaves. Salts, from a variety of sources, have been accumulating in the water and soil for decades now.
 - Approximately 1.5 million acres of land are salinity impaired and 250,000 acres have already been taken out of production.
2. The problem is **both urgent and long-term**. New regulatory approaches are needed to address the challenges and sustain the economy and environmental of the Central Valley.
 - Water supply wells in dozens of communities do not meet State safe drinking water standards.
 - Salts and nitrates have accumulated in soils and groundwater from legal and accepted agriculture, municipal, and industrial activities over many decades.
 - Immediate actions are needed to protect and provide safe drinking water.
 - Improved agricultural, industrial, and municipal management practices are needed to reduce the discharges of salt and nitrate.
 - Long-term management of surface and groundwater is needed to restore all beneficial water uses in the Valley.
3. **CV-SALTS formed ten years ago to address these issues with regulators and stakeholders**. Since then, CV-SALTS has identified key changes needed.
 - CV-SALTS stakeholders are working with Regional and State regulators to identify actions, results, regulatory policies, and a timeline to address the problems in the *Salt and Nitrate Management Plan*.
 - CV-SALTS has held hundreds of stakeholder meetings and is supported by a non-profit coalition representing a broad range of Central Valley interests.

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4. **The identified solutions are now available for review** in the *Salt and Nitrate Management Plan* (SNMP).
 - The *Salt and Nitrate Management Plan* is built on the following management goals:
 1. Ensure a safe drinking water supply
 2. Achieve balanced salt and nitrate loadings
 3. Implement a managed aquifer restoration program
 - The proposed regulations and policy modifications would provide local flexibility with timelines, outcomes, and State oversight.
 - By better managing salt and nitrate accumulations public health risks will be reduced, overall water quality will improve, and ultimately groundwater quality will be protected and restored.
 - If salt accumulations are not managed differently, the resulting direct economic costs to the Central Valley could exceed \$1.5-billion per year by 2030.
5. The SNMP contains proposed policy changes that will **add flexibility and achieve faster results**.
 - There are eight proposed policy changes outlined in the SNMP that would enhance the regulatory framework to allow flexibility and more efficient use of resources for safe drinking water and a robust agricultural economy.
 - The three-pronged approach combines provision of safe drinking water to affected communities, reasonable, achievable source control measures for farmers and other dischargers, and regional and cooperative efforts to treat water sources to reduce salt and nitrate.
 - In the near-term, dischargers will bear part of the cost of treating and serving water to nitrate and salt impacted communities to address the most critical needs. As more comprehensive, long-term source control measures take effect, it is assumed that the costs will be reduced and more broadly distributed. This approach will achieve faster results compared to a strategy relying solely on source control measures.
 - The Plan prioritized ensuring safe water in areas affected by nitrates and allows flexibility in the local implementation of the plan to maximize cost effective implementation.
 - The plan also provides for planning time to develop detailed salt infrastructure plans over the next 10 years to begin building the infrastructure needed to manage salts.
6. Across the Central Valley, **farmers, businesses, and communities will need to make changes** to meet the objectives of the SNMP and the goals for the Central Valley.
 - Everyone contributes to the problem, so everyone must take part in the solution.
 - The proposed policies will focus resources and requirements on the most urgent problems, while allowing local flexibility to design workable solutions.
 - Long-term, consistent action, regulation, and funding are needed to maintain public health, the economy, and the environment in the Central Valley.

Spokesperson Designation

It is important to identify a small group of readily available individuals for media outreach with news reporters, bloggers, as well as for presentations and briefings with elected officials and other targeted audiences. Selecting spokespersons is a critical step in the success of the overall media plan contained in *Appendix A*. Spokespersons should be authentic in that they genuinely believe the message they are conveying and they should be natural in that they are perceived as being the same person whether on or off camera. A spokesperson should also understand that breaking news or a shifting story can change the interview focus with little to no notice; they need to be able to roll with it. A spokesperson knows that the interviews purpose is to connect with the audience that will read or hear their words. They know that the job is to always simplify and talk in “sound bites.” A spokesperson knows intuitively not to attempt to say everything they know as this can muddle the message and confuse an audience. A good spokesperson knows how to use stories and statistics, in sound bites, to make their message stand out. It always helps to coin a phrase that might stick in the minds of the audience.

Formal Media Trainings can be a very effective tool to support an individual or group in refining their message development and delivery technique. This is an option that is available in hourly, half-day, or full day trainings.

Concise Messaging for Targeted Audiences

Given the wide range of interested audiences, it can be helpful to craft speaking points or sound bites that resonate best with a given audience. These are included in a separate document.

Tasks and Timelines

A key component of the communication plan sets out tasks to be done, their timelines, and who will be responsible for them. Using the following Project Milestones, a Task and Timeline flow is proposed below for the first project Milestone in January 2017.

January 2017: SNMP released for Public Review

March 9, 2017: SNMP presented to Central Valley Water Board at workshop

September 2017: Basin Plan Policy Amendments Drafted to reflect recommended SNMP policy changes

February 2018: Basin Plan Amendments Considered by Central Valley Water Board

April 2018: Basin Plan Amendments Approved by Central Valley Water Board

June 2018: SNMP approved by State Water Resource Control Board

August 2018: SNMP implementation begins

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MILESTONE 1: PRIMARY TASKS to UNDERTAKE FROM SNMP in FEBRUARY 2017 to WATER BOARD MEETING ON MARCH 9	Timeline	Responsible Party
<p>Material Preparation - Review, Comment, Modify, and Finalize Materials</p> <ul style="list-style-type: none"> Continue to Update the Communication Plan as Comments and Changes are Provided. Draft Press Release Announcing SNMP release/Water Board Mtg Draft Facts Sheet (Per Communication Plan) by January 25, Finalize Fact Sheet before February 1 meeting Draft Email for Priority #1 and #2 Audiences Announcing the release of the SNMP 	January 6-25 2017	Catalyst and CV-SALTS
<p>Priority #1 Audience List: Flesh out specific names and contacts for all agencies, organizations, groups, legislators, etc. Let Catalyst know what additional contacts should be identified that members may not have direct contacts with.</p>	End of January	CV-SALTS members, with Catalyst Support as Requested
<p>Define What Direct Access Exists for Distribution Networks: which CV-SALTS member has a connection with a specific Priority #1 audience to be able to reach that specific target. Who has what database to contact whom?</p>	February 1	CV-SALTS
<p>Define Access to Secondary Distribution Networks available via any of Priority #1 Audiences.</p>	Early February	
<p>Identify Individuals/Organizations/Groups that should receive a hands-on briefing prior to the Water Board mtg on March 9, if any</p>	Early February	
<p>Determine what material to be distributed via the Distribution Networks identified; Determine timing of the Distribution.</p>	After Feb. 1 meeting	
<p>If determined that a press release will be issued for the release of the SNMP, make phone/email contact with media to identify appropriate reporters to work with on the release of the SNMP.</p>		
<p>Determine how, when and where the SNMP is released. Identify pros and cons. Will there be an event to focus bring attention to the release? A field briefing providing a visual where salt and water are bad now? Release on a slow news day? Release on a Monday when crews can be scrambling to find a story?</p>	Early February	
<p>Brainstorm everything that could go wrong and prepare for it. Will it be a slow news day and the release becomes Flint Michigan?</p>	Early February	
<p>Distribute General Email to Networks with links to Fact Sheets</p>	Early February	
<p>Issue Press Release, if determined to do so.</p>	Prior to March 9 water board mtg	
<p>Prepare for Press Event (if one is taking place)</p>		
<p>Social Media --- have CV-SALTS members that are engaged in Twitter or Facebook repost any articles that may get written</p>		
<p>Monitor Coverage & Audience Comments</p>		

APPENDIX A - MEDIA PLAN

Role of News Media

The news media plays an important role in shaping the audience's understanding of and awareness of a given project. Further, the news coverage can play a role in expanding public education and engagement. The news coverage assists in maximizing the impact of outreach efforts, and can be done so at little to no cost.

Goals and Objectives

For this project, the goal of outreach to news media representatives is to both support and build awareness, understanding, and education for and about the SNMP. The overarching objective is to generate positive awareness that, by implementing the SNMP, the Central Valley's economy and quality of life can be further sustained.

Level of Coverage

Prior to each project milestone, the level of desired media attention should be strategically discussed as to desired impact. Contact with targeted media representatives will be made accordingly. If the desired outcome is to spread the word as much as possible, then different strategies are used versus if the desired outcome is to get a few stories out so a record is established. It is important to add that contacting all news media contacts in a project area at all project milestones may be a useful strategy in building momentum for a given story.

Strategies to Support Coverage Outcome

There is no way of knowing what stories the news media will cover or not cover. There are "slow news" days when the story might get a better chance of receiving coverage and there are days that something else will happen such as a major earthquake or fire, and the story will get no attention.

The adage, "If it bleeds, it leads" is still generally very true. In today's news world, there are fewer reporters and even fewer beat reporters. The demand on the remaining reporters to do even more has increased. Today's reporters are required to cover a story across several platforms. For example, a print reporter is required to write the story for the newspaper, but to also capture a video for social media use.

Whether it be television, print, or radio, the primary strategy for all reporters is to be **more** than prepared. Have your key messages, have your audience tailored messages, have your supporting facts, have your supporting individuals to be quoted ready, and have any graphics or exhibits ready than can be emailed to reporters for their use. You want to feed the reporter absolutely everything they might need readily available, and readily emailable.

Television coverage is streamlined in today's news world, and done with fewer reporters in the field. If the desired outcome is to obtain television news coverage, the press release must offer a visual opportunity as the backdrop for telling the story that can be recorded. For this project, that could look like a media event at a field or given location that has salt accumulation visible or where drinking water issues have already occurred. Additionally, the location must be as

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close as possible to the television station's base. Further, you won't want to keep the reporter waiting, make it short and fast.

Radio coverage is challenging in today's news world as many stations are owned large corporations and the number of local reporters, if any, is limited. There may be a potential to be a part of an *on-air* topic focused news talk program; this option can be further explored. If there are larger radio stations in the area that are "all news," it is desirable to have several different spokespersons available (2 to 3 if possible) so that the story is told by more than just one spokesperson. The core messages would be delivered, and repeated, by each spokesperson which can increase a story's viability. Be short and concise, be prepared to say the same thing three different ways.

For a print reporter, you want to have more time to talk as they have more column inches to fill. They are also in a rush usually but need to be "fed" more background relevant to the story.

Key Steps

The key steps leading to a news story will vary widely based on the strategy desired. Very generally, prior to a specific milestone/event, a **news advisory** is issued about a week out, via email, that puts the news media on notice that a milestone/event is coming up. Media calls/follow-up emails can be made as well. A **press release** is issued at a time much closer to the milestone/event. An online **press room** is created to house all written and graphical press materials that are developed. Hardcopy press kits can be made as needed. **Spokesperson(s)** must be available to return ALL calls in a timely manner.

PROJECT MEDIA CONTACTS

SACRAMENTO

Print Media

The Sacramento Bee, 2100 Q. St., Sacramento, CA, 95816, Daily Circulation: 279,032

www.sacbee.com (916) 321-1000, Editorial Board (916) 321-1907, News Room (916) 321-1020

Dale Kasler (916) 321-1066 dkasler@sacbee.com @dakasler covers drought & water, business, economics, pensions, business of sports, for @sacbee_news

Ryan Sabalow (916) 321-XXXX rsabalow@sacbee.com @RyanSabalow covers water, drought and the environment for @sacbee_news

Adam Ashton (916) 321-1063, aashton@sacbee.com @Adam_Ashton covers politics, business, state workers for @sac_news

AgAlert, weekly published by the California Farm Bureau Federation, 2300 River Plaza Drive, Sacramento, CA 95833 (916) 561-5570, email: agalert@cfbf.com

Dave Kranz, Editor/Manager, Communications/News Division, Steve Adler, Associate Editor, Christine Souza, Assistant Editor, Ching Lee, Assistant Editor, Kevin Hecteman, Assistant Editor

Radio News

KFBK <http://www.kfbk.com/>, owned by iheartmedia (formerly Clear Channel), 1440 Ethan Way, Ste 200, Sacramento, CA 95825 (916) 929-5325

KTKZ <http://am1380theanswer.com> conservative talk radio, 1425 River Park Dr., Suite 520, Sacramento, CA 95815 Program Director Max Miller mmiller@ktkz.com

Television News

KCRA (NBC) www.kcra.com (916) 444-7316 Newstips@kcra.com

KXTV (ABC) www.abc10.com News Hotline: (916) 321-3300, Assignment Desk, (916) 321-3300 desk@abc10.com

KOVR (CBS) <http://sacramento.cbslocal.com>

KUVS (Univision) <http://www.univision.com/sacramento/kUvs>

KCSO (Telemundo 33 Sacramento, Stockton, Modesto) <http://telemundo33sacramento.com> (916) 567-3300 telemundo@serestar.com

KTXI (Fox 40) <http://fox40.com> 4655 Fruitridge Road, Sacramento, CA 95820-5299 (916) 454-4422 Newsroom: (916) 454-4548 News Press Releases News@FOX40.com Ed Chapuis, News Director Ed.Chapuis@FOX40.com

FRESNO

Wire Services

Associated Press, Scott Smith covers water and is based in Fresno, (559) 243-9633 www.ap.org

Print Media

The Fresno Bee (McClatchy owned), Daily Circulation: 157,546, www.fresnobee.com
1626 E Street, Fresno, CA 93786, Main (559) 441-6111, (800) 877-3400
Opinion Page Editor, Bill McEwen, bmcewen@fresnobee.com (559) 441-6632
Opinion Page Associate Editor, Gail Marshall, gmarshall@fresnobee.com (559) 441-6680
Metro Editor, Tad Weber, tweber@fresnobee.com (559) 441-6491

Also publish:

Central Valley, the Valley's lifestyle magazine: (559) 441-6755, centralvalley.com;

Clovis Independent: (559) 441-6677;

Vida en el Valle: (559) 441-6781, Editor, Juan Esparza Loera, jesparza@vidaenelvalle.com, (559) 441-6781

Example Topic-Related Articles and Editorials:

11/19/16 *Trump promised California farmers more water. Can he deliver?* By Ryan Sabalow and Dale Kasler rsabalow@sacbee.com (see contact information for Ryan and Dale under Sacramento Bee, above) <http://www.fresnobee.com/news/local/water-and-drought/article115818718.html>

9/12/16 *Too many California towns have arsenic in tap water, group says* by Lewis Griswold: 559-441-6104, lgriswold@fresnobee.com @fb [LewGriswold](https://www.facebook.com/LewGriswold) covers news of the South Valley, <http://www.fresnobee.com/news/local/article101458152.html>

12/9/16 *Californians need water, not Sen. Boxer's defiant last act*, <http://www.fresnobee.com/opinion/editorials/article119985868.html>

12/1/2016 *Temperance Flat is linchpin of Valley's water future. It must be built*, <http://www.fresnobee.com/opinion/editorials/article118610848.html>

News Radio

KMJ, AM 580 and FM 105.9, News-Talk, Cumulus Media, 1071 W. Shaw Ave., Fresno, CA 93711, 559-490-5800 <http://www.kmjnow.com> Blake Taylor, Program Director, 559-490-5800, Blake.Taylor@cumulus.com

Television

KSEE (NBC) www.yourcentralvalley.com

KFSN (ABC) www.abc30.com

KGPE, (CBS 47) www.yourcentralvalley.com, newsdesk@ksee.com

KMPH (FOX 26) www.kmph-kfre.com

KNSO (T-51) Telemundo, <http://www.telemundofresno.com>

KFTV (Univision 21) <http://www.univision.com/fresno/kftv>

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BAKERSFIELD

Print Media

The Bakersfield California, 1707 Eye Street, Bakersfield, CA 93301
(661) 395-7500 Bakersfield.com

El Popular www.elpopularnews.com, 404 Truxtun Ave. Bakersfield, CA 93301
(661)325-7725 news@elpopularnews.com

STOCKTON

Print Media

The Record, 530 E. Market Street, Stockton, CA 95202, Daily Cir: 58,888
www.recordnet.com owned by Local Media Group

Wes Bowers, wbowers@recordnet.com @WBowersTSR (covers County government)

Alex Breitler, abreitler@recordnet.com Reporter/Environmental Blogger, [@alexbreitler](https://twitter.com/alexbreitler)

recordnet.com/breitlerblog <http://blogs.esanjaquin.com/san-joaquin-river-delta/>

Article 12/16/16: Leaders, farmers, residents plea against Delta water plan
www.recordnet.com/news/20161216/leaders-farmers-residents-plea-against-delta-water-plan

Article 12/29/16: Cold Follows Another Hot Year

<http://www.recordnet.com/news/20161230/cold-follows-another-hot-year>

MODESTO

Print Media

The Modesto Bee

REDDING/CHICO

Print Media

Redding Search Light (USA Today network) Daily Circulation 30,000 covers Shasta County
<http://www.redding.com> news@krctv.com

Chico Enterprise Record, Heather Hacking (530) 896-7758 Editor David Little (530) 896- 7793
<http://www.chicoer.com/>

Radio News

KQMS News Talk <http://www.kqms.com> News Line: (530) 221-1400

News Tips Steve Gibson: Steve@kqms.com

Television News

KRCR-TV (ABC) <http://www.krctv.com> 755 Auditorium Drive, Redding, CA 96001 (530) 243-7777 or 1-800-222-5727 Newsroom Phone: (530) 243-7782 Scott Rates, News Director
srates@bontencalifornia.com

KHSL-TV (CBS) and **KNVN** (NBC) <http://www.actionnewsnow.com/home/> News Room (53) 343-1212
news@actionnewsnow.com News Director Scott Howard showard@actionnewsnow.com

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LODI

Print Media

Lodi News Sentinel www.lodinews.com (209) 369-2761 news@lodinews.com

VISALIA/TULARE

Visalia Times-Delta/Tulare Advance-Register (part of USA Today Network)

David Castellon , dcastell@visaliatimesdelta.com

El Sol (Spanish-language)

Valley Voice Newspaper

Tulare Voice

Plus numerous local periodicals serve the areas immigrant communities in their native languages, including Armenian, Laos, Hmong, and Chinese.

MADERA

Print Media

Madera Tribune, <http://www.maderatribune.com>, Newsroom: 674-8134

SAN FRANCISCO BAY AREA

Print Media

San Francisco Chronicle, environmental reporter Peter Fimrite, PFimrite@sfnchronicle.com (415) 777-8454

Oakland Tribune

Radio News

KCBS (415) 765-4074

Television

The San Francisco TV outlets are likely not to cover this topic, but we have contacts with all stations if outreach is desired

LOS ANGELES

Print Media

Los Angeles Times

Bettina Boxall covers water issues and the environment bettina.boxall@latimes.com Twitter: @boxall

Tony Barboza covers air quality and environment tony.barboza@latimes.com

ADDITIONAL CONTACTS

Maven's Notebook <https://mavensnotebook.com/> covers CA water

Western Farm Press, Editorial

Willie Vogt, Executive Director, Content and User Engagement (651) 454 6994 willie.vogt@penton.com

Approved

CV-SALTS Meeting Calendar

2019

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		

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
- Third Thursdays Where possible
- Executive Committee Meetings
- Policy or Admin Calls 1:00 or 1:30pm
- Yellow Salty 5
- Regional Board Workshops/Hearings
- TAC Meeting
- PEOC Committee