CV-SALTS Public Education & Outreach Committee Meeting

When: Tuesday, February 19, 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 January 8, 2019 Meeting Notes

3. Outreach Matrix Update – Mary and Charles
   - Review Documented Activities and Feedback
     - Outreach Tracking <- Link Only
     - Press and broader outreach

4. Four Minute Video Approval – Mary/Charles
   Final video can be viewed here: [https://vimeo.com/317151891](https://vimeo.com/317151891)
   Password: cvn

5. 2019 Communication Plan – Mary/Charles
   - Review and approval
   - Discuss preferred priorities for 1st quarter 2019

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: January 8, 2019 from 3:00 PM to 3:40 PM
Participants: Daniel Cozad, Nicole Bell, Charles Gardiner, Daniel Cozad, Mary Currie, Walt Plachta, Parry Klassen, Cristel Tufenkjian, Anne Littlejohn, Kat Garcia, J.P. Cativiela,

Discussion Items

Item 1: Welcome & Introductions
• Participants are as indicated above.

Item 2: Approval of Minutes of the December 4, 2018 Meeting Notes
• Cristel Tufenkjian moved, and Parry Klassen seconded, and by general acclamation the December 4, 2018 Meeting Action Notes were approved.

Item 3: Outreach Matrix
• Mary Currie provided an update on recent items added to the matrix.
  o The outreach workshops had been added to the matrix. It was suggested that the steering committee meetings for the pilot management zones should be added, at least during the outreach phase of those projects. The ACWA Spring Conference, May 7-10, should be added as a future event.

Item 4: Recap of Workshops
• Mary provided a summary of the feedback form results for both Modesto and Tulare. Overall the main take away was the workshops were well-received. Modesto was ranked an 8.6 by attendees, Tulare an 8.65.
  o Some of the additional feedback from committee members:
    ▪ Participants requested more information regarding contacts or agencies they should be trying to connect with, available resources to get started, who to talk to, etc.
    ▪ Tulare participants requested more information on outreach/connection to DAC and EJ communities.
    ▪ Tulare panel was not utilized well, resulting in confusion regarding the role of SGMA in relation to the CV-Salts Management Zone process.
    ▪ Modesto workshop went well and is a better template to follow for future workshops.
    ▪ Back up presenters for Tim and Tess’s portions need to be prepared and available to fill in if needed.
    ▪ The potential role of the GSAs in the Management Zone process needs to be clarified.

Item 5: 2019 Communication Plan
• The committee was asked to consider the most important education and outreach goals for 2019. Some of the feedback provided by the committee:
  ▪ Parry Klassen suggested developing a new outreach document that localizes the message for the pilot study areas. Specifically, one for Turlock and one for Kings area. 8-12 pages with articles on regulation, groups that are forming, an update on GSA activity, etc. An informational piece that could be used for those not around the table and informs and provides a vision of what we are trying to do to for those we want to bring in to the process.
  ▪ Once the P&O Workplan is complete the committee should also look at updating the outreach documents for salt and the P&O Study.

Item 6: Recap Next Steps and Set Next Meeting – Next PEOC Meeting set for Tue., February 19th @ 3:00.
Background

In January 2018, CV-SALTS released the *Salt and Nitrate Management Plan* (SNMP) after a decade of preparation, technical study, and coordination with its diverse membership. The SNMP recommended modifications to regulations for nitrates and salts discharged to groundwater.

In March 2017, the Central Valley Regional Water Quality Control Board (Regional Board) accepted the SNMP recommendations. On May 31, 2018, the Regional Board approved amendments to the Basin Plans (the Central Valley Water Quality Control Plans) based on the SNMP. The Basin Plan amendments include a new Nitrate Control Program and a new Salt Control Program.

In April 2019, the State Water Resources Control Board (State Water Board) is anticipated to take action and approve the Basin Plan amendments. This action would be followed by approval of the amendments by the Office of Administrative Law in summer 2019. Once these actions occur, implementation of new regulations for nitrate and salt must begin for groundwater.

Surface water-related nitrate and salt regulations would begin after the Basin Plan amendments are approved by the U.S. Environmental Protection Agency (EPA), anticipated to occur in fall 2019.

2019/2020 Communications Plan

The Communications Plan is being developed under a grant from the Regional Board to Kings River Watershed Coalition Authority (KRWCA) and will be executed in coordination with the Central Valley Salinity Coalition (CVSC). With a two-year budget in place, this Communications Plan has been developed for 2019. An updated plan for 2020 will be presented in January 2020.

The 2019 Communications Plan is designed to support outreach and engagement with key audiences regarding surface and groundwater challenges in the Central Valley as they relate to nitrate and salt discharge.

The outreach strategies and tactics will generally focus around the following milestones for 2019.

April 2019 – Anticipated State Board adoption of the Basin Plan amendments.
June/July 2019 – Anticipated Office of Administrative Law Approval of the Basin Plan amendments and beginning of Regional Board implementation.

January – December 2019 – Follow rollout of two pilot Management Zone projects.

As several of the planned outreach tactics (e.g., social media strategy, newsletter article placement) rely on support and implementation by CVSC-member agencies and organizations, interviews with key Executive Committee members will be an initial and foundational step in implementing the Communications Plan.

Communication Goals

Much of the focus for outreach in 2019 will center around education and engagement opportunities in the six high priority basins that include Kaweah, Turlock, Chowchilla, Tule, Modesto, and Kings sub-basins and basins. Additionally, in targeted areas with significant salinity challenges, education and engagement will provide information about the Prioritization and Optimization Study (P&O Study).

The following are the goals of the 2019 plan:

- Support outreach to State Board members prior to April 2019, as needed.
- In the six high priority basins and subbasins, expand general outreach and communications to agricultural, municipal, and business interests that will have to comply with the new Nitrate Control Program.
- Similarly, identify opportunities to educate and inform targeted areas about the Salt Control Program.
- Continue to identify opportunities to inform, educate, and raise awareness regarding the overarching salt and nitrate pollution challenge in the Central Valley.

Key Audiences

Target Audiences - Nitrate Control Program

For the six high priority basins and subbasins, the outreach will be tailored to reach the following:

1. Local elected officials
2. Local, regional, state, and federal agencies (drinking water, public health, and pollution management)
3. Private regulated community (farmers, dairies, ranchers, food processing, industry, etc.)
4. Public regulated community (WWTPs, municipalities, etc.)
5. Irrigated Lands Regulatory Program (ILRP) representatives
6. Disadvantaged Community and Environmental Justice advocates
7. Groundwater Sustainability Agencies (GSAs)
8. Turlock Groundwater Subbasin Pilot Project stakeholders
9. Kings River Groundwater Subbasin Pilot Project stakeholders
10. Regional Water Management Groups (IRWMP, etc.)
11. Local and county stormwater management and flood agencies
12. Agricultural organizations, associations, and commodity groups
13. Business associations and organizations
14. Municipal associations and organizations
15. Local government associations
16. Municipal agencies and special districts
17. Environmental interests
18. Native American tribes
19. Media (print, television, radio, web)
20. Other opinion leaders and influencers
21. General public

**Target Audiences - Salt Control Program**

The audiences for education and engagement for the Salt Control Program and the Prioritization and Optimization Study (P&O Study) includes generally the same list noted above with a geographic focus on the west side of the Central Valley including Kern County, Tulare Lake, and the area from Pleasant Valley north to Suisun-Fairfield.

**Outreach Approach**

The following outreach, education, and engagement tactics are included in the grant and will therefore be the focus of the outreach approach. A timeline for delivering the tactics follows in the next section.

1. **Update of the General Outreach Brochure**

   The existing CV-SALTS general outreach brochure and industry-specific fact sheets have been effective outreach tools, providing basic information about the challenges and coming regulations. As these items have utility for outreach in 2019, they will be updated as needed.

   In addition, in December 2018, two facts sheets were developed to provide an overview of the compliance pathways and requirements for the Nitrate Control Program and the Salt Control Program. These fact sheets can be combined as a second general outreach brochure to highlight the timeline and requirements for each program and serve as a supplement the original general outreach brochure.

2. **Website Refresh**

   A refresh of the homepage of the CV-SALTS website is envisioned to link to a revised landing page for easier access to public information materials. The current website is designed primarily for CV-SALTS participants—policy leaders. As the program transitions
from policy and analysis to revised regulations and implementation, a new look is needed for the implementation audience. We propose a simple restructuring and design improvements to make the education information inviting and accessible, including both print and video materials.

3. **Workshops**

Two well-attended and successful outreach and education workshops were held in December 2018—in Modesto and Tulare. Building on this success, one additional workshop will be planned for two locations in the six high priority basins and subbasins.

4. **Video**

In December 2019, video footage was recorded of the entire Tulare Workshop with additional interviews with three experts. In early 2019, the first video resulting from these recordings will be available to tell the story of CV-SALTS, the new regulations, and what is coming. It is envisioned that, drawing from the same footage, a short video that focuses on “Management Zones” could be produced next. Further, the video of the workshop itself could be produced into a standalone piece or potentially another short video with existing footage or new interviews.

5. **PowerPoint Presentation**

A general information PowerPoint presentation for use by the PEOC, Executive Committee, and Executive Director at speaking engagements will be developed from existing presentations. To support the use of the PowerPoint presentation, several speakers, preferably from each of the six high priority areas and from diverse industries will be identified and trained to present the PowerPoint via webinar.

6. **Social Media**

A simple approach to social media can expand the reach of educational information. The existing information and new information developed in the items above can be repurposed to support outreach through social media. The social media approach begins with identifying and connecting through existing social media outlets managed by CVSC members. A simple social media strategy and calendar will be coordinated with the social media managers at CVSC member organizations. It is envisioned that social media content for weekly distribution through CVSC channels would be developed.

*We also recommend that CV-SALTS establish its own social media presence, which can be the central point for distributing information about CV-SALTS and forwarding relevant information from other new sources. This effort would require a part-time commitment to manage this activity, either by someone within CVSC or by Catalyst. Subject to further discussion with the PEOC and Executive Committee, this activity would be an additional support activity.*
7. **Press Focused Outreach Materials for Newsletters and Local Press**

The existing educational content and new content developed can be repurposed to support broad education of the regulated community and the general public through local media and existing trade publications and newsletters.

**Local News Media Contacts**

Based on the location of the six high priority basins and subbasins, the local newspapers will be provided a briefing about CV-SALTS including the pertinent materials developed. Building a relationship with the local papers will be instrumental in increasing stakeholder exposure to the regulations. The following are the key local papers to approach initially.

- Modesto: Modesto Bee
- Turlock: Modesto Bee, Turlock Journal
- Chowchilla: Merced-Star, Madera Tribune
- Kings (includes Fresno and Clovis): Fresno Bee
- Kaweah (includes Visalia, Tulare): Visalia Delta Times, Tulare Advance-Register
- Tule (includes Tipton, Pixley, Earlimart, Porterville): The Bakersfield California, Porterville Recorder

**Calendar of Quarterly Newsletter Topics**

A short newsletter-style article will be developed each quarter for distribution to industry trade publications and newsletters.

- 1st quarter (January to March 2019): identifying publications for distribution
- 2nd quarter (April to June 2019): State board approval, time to get organized
- 3rd quarter (July to September 2019): Ideas and resources for forming management zones, status of the two Pilot Projects.
- 4th quarter: (October to December 2019): Something relating to the two Pilot projects – Steps to forming a management zone.

To most effectively develop the Social Media strategy (#6) and the strategy for Press Focused Outreach Materials for Newsletters and Local Press (#7), a subset of the CVSC Executive Committee will be interviewed to ascertain social media opportunities as well as newsletter article placement opportunities.
## Timeline

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Actions and Deliverables for 2019</th>
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- Conduct interviews with key Executive Committee members to identify speakers, communications leads, existing social media channels, and newsletter outlets.  
- Conduct direct outreach with key DAC/EJ advocates prior to the State Board decision.  
- Develop and implement a news media briefing strategy prior to State Board approval.  
- Finalize, post, and distribute general information video.  
- Produce short video focused on forming Management Zones.  
- Identify a process for tracking the key steps taken by the two Pilot Management Zones getting underway now.  
- Research and identify key players in each key audience sector (see Key Audiences) and begin outreach into six high priority basins and subbasins.  
- Refresh CV-SALTS/CVSC website home page and public information pages.  
- Develop general information PowerPoint presentation, identify speakers and provide training.  
- Identify sources for quarterly newsletter article placement. |
| **May – June/July 2019**           | - Initiate quarterly newsletter articles.  
- Develop social media strategy and calendar.  
- Continue activities above.                                                                                                                                                                                                 |
| **August – December 2019**         | - Plan educational workshop to be held in two locations in the high priority basins and subbasins.                                                                                                                                 |
| **January 2020**                   | - Update Communications Plan and establish milestones and outreach needs for 2020.                                                                                                                                                |
### CV-SALTS Meeting Calendar

#### 2019

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**Notes/Key**

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