

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, January 10, 2017 from 9:00 AM to 10:00 AM**

Location: Teleconference Only

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



Agenda

1. Welcome and Introductions
2. Approval of [Minutes of the December 7th meeting](#)
3. Review and Discuss [Updated Outreach Plan](#) from State Board
4. Materials
 - a. [Draft Targeted Messages](#)
 - b. [Draft Email to Members](#)
 - c. Draft Press Release - Discuss Status and content (to be forwarded by separate email)
 - d. Discuss materials for Regional Board workshop – Small Group for PowerPoint
5. [Request for Speaker](#) at the Water Sustainability break-out session for the CA Plant and Soil Conference on Jan. 31 see attached email
6. Recap Next Steps and [Set Next Meeting](#)
7. Adjourn

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 7, 2016 from 8:30 AM to 9:30 AM

Participants: Nicole Bell (Chair), Christine Zimmerman, Daniel Cozad, Cristel Tufenkjian, Glenn Meeks, Charles Gardiner, Pam Buford, Miryam Barajas, Bruce Houdesheldt, Parry Klassen

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the October 26th meeting

- Cristel Tufenkjian moved, and Bruce Houdesheldt seconded, and by general acclamation the November 15th meeting notes were approved.

Item 3: Review and Discuss Updated State Board Outreach Plan

- Miryam Barajas presented a summary of the updated plan. The committee agreed next steps were to narrow down the messaging and finalize the factsheets.
- Nicole asked committee members to forward any information they felt would be helpful to update the plan, including additional elevator pitches from industries/organizations not yet included.

Item 4: Materials

- Daniel Cozad presented the CV-SALTS SNMP Policy Changes document. Committee members were asked to forward any comments to Daniel in email. Daphne will forward the WORD version to the committee.
- The committee discussed the elevator pitches that had been submitted. Miryam suggested the content of the elevator pitches could be used in the introductions of the factsheets. Miryam forwarded the following tips on writing plain language to the committee after the meeting:
 - Readability tools: use this website to determine the level of the content <https://readability-score.com/text/>
 - Write in short sentences. Limit your sentence to two lines. Omit unneeded words
 - Limit acronyms
 - The more syllables a word has the harder the mind works to interpret
 - Use conversation catch phrases, everyday words
- Pam Buford provided a copy of the PPT presentation given to the San Joaquin Valley Wine Growers Association. Pam indicated the maps used in presentation were from the June 2016 Workshop. Parry Klassen asked Daniel Cozad to provide copies of the most recent zone maps.

Item 5: Outreach Support

Item 6: Stakeholder Communication Plan Development

- Charles Gardiner advised the committee a specific road map of communications was needed to support the milestones developed by the committee. Charles will develop a draft.

Item 6: Recap Next Steps and Set Next Meeting

- A Meet-O-Matic will be circulated to determine the best date for a January meeting.

Item 5: Adjourn

DRAFT COMMUNICATIONS PLAN

Overview

CV-SALTS is scheduled to release its *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 key news media contacts are included as news coverage can often be an effective vehicle for educating, engaging, and supporting influencers. The goal is to target immediate outreach activities on the most important opinion leaders and influencers, generally identified as specific individuals. The specific contacts for each as well as the “ally, adversary, neutral” level for each will be refined in coordination with CV-SALTS.

- Members of CV-SALTS (Chief Executives and PIOs/Governmental Affairs) See *Appendix C*
- News Media Reporters and Bloggers
- Irrigated Lands Coalitions
- 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
- Governor’s Office
- Local Staff - Federal Elected Delegation
- Targeted State Legislators
- Targeted County Supervisors
- U.S. Environmental Protection Agency

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 impacts 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.

- Elected Officials not identified under Priority #1 Audiences above.
- 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

- 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:

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.
4. **The identified solutions are now available for review** in the *Salt and Nitrate Management Plan* (SNMP).

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- 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 Informal Public Review
March 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: TASKS to UNDERTAKE PRIOR TO RELEASE OF SNMP	Timeline	Responsible Party
Material Preparation <ul style="list-style-type: none"> • Draft Communication Plan to include Audiences, Strategies, Messages, Task/Timelines, Media Plan. • Draft Press Release Announcing SNMP release • Draft Outlines for two Facts Sheets (Per Communication Plan) • Draft One-Pager (per Communication Plan) • Draft Email for Priority #1 and #2 Audiences Announcing the release of the SNMP 	January 5, 2017	Catalyst
Review, Comment, Modify, and Finalize Materials		CV-SALT & Catalyst
Finalize Priority #1 Audience List: Flesh out specific names and contacts for all agencies, organizations, groups, legislators, etc.		
Define Direct Access to Existing 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?		
Define Access to Secondary Distribution Networks available via any of Priority #1 Audiences.		
Identify Individuals/Organizations/Groups that should receive a hands-on briefing prior to the SNMP release		
Determine what material to be distributed via the Distribution Networks identified; Determine timing of the Distribution.		
Make phone/email contact with media to identify appropriate reporters to work with on the release of the SNMP.		
Determine how, when and where the SNMP is released. 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?		
Brainstorm everything that could go wrong and prepare for it. Will it be a slow news day and the release becomes Flint Michigan?		
Distribute General Email to Networks with links to Fact Sheets		
Issue Press Release		
Prepare for Press Event (if one is taking place)		
Social Media --- have CV-SALTS members that are engaged in Twitter or Facebook repost any articles that may get written		
Briefings and Presentations		
Monitor Coverage & Audience Comments		
MILESTONE 2: TASKS to UNDERTAKE AFTER RELEASE OF SNMP in JANUARY through to MARCH WORKSHOP with CENTRAL VALLEY WATER BOARD		
Written Materials Needed		
Briefings and Presentations in Advance of Workshop		

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

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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>

BAKERSFIELD

Print Media

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

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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
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

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

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

CV-SALTS

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@sfchronicle.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

CONCISE MESSAGING FOR SPECIFIC AUDIENCES

The overall key messages for the SNMP rollout are included here for reference. Following these message points are shorter bullets of point that can be used for specific 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.
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.

Generic Agricultural Oriented Audience

(most of these points came from Cristel Tufenkjian KRCD and from Stephanie Tillman, Land IQ)

- Without an effective way to address salt accumulation, farming and rural communities will be threatened, costs of managing saline irrigation water and salinized land will continue to increase, and fresh water supplies will become even more scarce.
- Without a salt management strategy that agriculture and government regulators develop together like CV-SALTS, regulators will continue to develop salinity control measures that could make compliance more difficult, especially for irrigators.
- Facing this impasse, stakeholders in the Central Valley including regulators, business and industry, cities and counties, municipal agencies, environmental organizations, irrigated and non-irrigated agriculture, food processors, etc. have been meeting for the last 10 years under a non-profit program called CV-SALTS to develop workable solutions.
- The result of this joint effort is a comprehensive plan laid out in the SNMP.
- Farmers throughout the Central Valley will need to come together with regulators and business, etc. to rebalance salts so that farming can continue to be viable.
- A strategy agreed upon by these diverse interests will increase the potential for success and sustainability for the Central Valley's farms, industries, and communities.
- The innovative strategy, policies, and actions to balance the accumulation of salt in the Central Valley, based on 10 years of scientific studies, will be circulating for public review and comment via the release of the SNMP.
- These strategies will be finalized into new regulations in 2018 that will introduce greater flexibility to manage salts in different areas of the Central Valley.
- Agriculture's voice is critical in helping to shape salinity regulations that will be considered by the Central Valley Water Board in 2017, adopted in 2018, and that will impact the way Central Valley growers farm for years to come.

Message Points for the Dairy Industry

(Largely from what was provide by JP Cativiela Dairy CARES and Tim Moore)

- Dairy owners and operators have every right to be concerned, pessimistic and asking themselves whether the California wants to sustain the dairy industry, given legislative action on the minimum wage, SGMA, and methane reduction, coupled with recent enforcement action by the SWRCB. Federal RCRA lawsuits in Yakima and (threatened) in Corcoran also are a wakeup call.
- California isn't like other states, as we have the perfect storm—groundwater problems with salt and nitrate accumulations and economically disadvantaged communities.
- **CV-SALTS is a non-profit partnership** made up of state water quality regulators and growers, farmers, processors, and others, all working together to find long-term solutions and plans that will provide safe drinking water for Central Valley residents, businesses, and

farmers, without putting farmers, growers, food processors and most of the valley's economy out of business!

- The **groundwater quality problem** we are facing is largely because of the buildup of salts and nitrates in the groundwater over the past century. With limited or no outlet to the ocean, more salt is being imported into the San Joaquin Valley than is being exported resulting in approximately 2 million tons of salt accumulating annually.
- This trend, causing salt and nitrate build-up and polluting the groundwater, is exactly what the CV SALTS partners have been working on – to find ways to **slow and eventually reverse** these accumulations.
- The **CV SALTS partnership is proposing solutions** that include treating drinking water to remove nitrates and salts, creating new sources of safe drinking water, exporting salts to the ocean, and adopting improved management practices for farms and other contributing sources of salt to minimize future impacts and achieve long-term sustainability, which in turn keeps the Central Valley in business.
- The proposed solutions require a **major change in the current regulatory** approach.
- Existing regulations are focused on **ever-tightening control measures** that are very difficult or even impossible to achieve for many whose operations discharge salts and nitrates.
- There are eight proposed policy changes in the SNMP that will change the regulatory framework to allow a **dual-pronged approach**, leading to a more efficient use of resources that will ultimately result in safe drinking water and a robust agricultural economy.
- **The dual-pronged approach** combines **reasonable, achievable source control measures** for farmers and other dischargers with regional and cooperative efforts to **treat water sources** to reduce salt and nitrate.
- Using a dual-pronged approach will initially mean that dischargers will bear part of the cost of treating and serving water to nitrate and salt impacted communities. However, it is assumed that the costs will ultimately be more fairly distributed. And, this approach will achieve faster results compared to a strategy relying solely on source control measures.
- We want to tell it to you like it is and **identify your real-world options**, so you can make appropriate business decisions. Get involved in the SNMP, read it, and let CV-SALTS know what you think.
- If you wait, and don't get involved, and enforcement actions to take place, it could cloud the title to your land and attach liability to the land if cleanup and abatement orders are issued.
- What are your options? Quit farming and sell your land. Move to another state. Line all lagoons. Hunker down and wait for them to come get you, or find a way to get water to some of these people now and avoid enforcement action.
- Regulatory change is needed to make the last option available – right now, even if the State Board wanted to help you, they could not do so until the policy changes (in the SNMP and Basin Plan) proposed by CV SALTS are adopted.

Message Points for the Petroleum Industry

(Revised very slightly from what was provide by Christine Zimmerman, Zimmerman Consulting)

- Oil and gas production in the Central Valley has become increasingly challenging as the regulatory policy governing produced water management undergoes a thorough scrutiny and process check relative to Federal and State law.
- The effects of discharging produced water to the ground surface or to deep underground zones are likely subject to increasing regulation.
- Certainty of process and compliance costs, as well as the establishment of alternate compliance policies are essential to create an environment of economic wellbeing and protection of beneficial uses (and reuses) of the Central Valley's water balance.
- Over the course of the last decade, CV-SALTS has functioned as a coalition among industries, regulatory agencies, and non-government organizations dedicated to establishing industry specific general order discharge compliance and alternate compliance draft policies outlined in the *Salt and Nitrate Management Plan (SNMP)*.
- The draft policies in the SNMP, if approved, will become the template for industry specific regulation. Other industries included in the process consist of agriculture, dairy, public water treatment.
- The future pathway for petroleum industry regulatory policy has been established by these other industries and regulatory agency collaboration.
- Currently, there are only two petroleum industry CV-SALTS coalition members. To have a meaningful stake in the policy process, that number must increase.
- It is far better that we wade into this process and help shape what the regulations will look like than to inherit regulations that are potentially economically crippling or that miss key issues. Once policy becomes regulation, the effort to improve it becomes significantly more difficult to engage.
- The CV-SALTS process is essential to our industry's future.
- Please contact Christine Zimmerman at (661) 205-2885 to discuss additional petroleum industry engagement.

Message Points for the Food Processing Industry

- As food manufacturing operating in CA, we are all focused on meeting the industry's state and federal regulatory requirements for public health and safety.
- In CA, the leading food manufacturing groups generally include: Animal Food Manufacturing, Grain and Oilseed Milling, Sugar and Confectionery Product Manufacturing, Fruit and Vegetable Preserving and Specialty Food Manufacturing, Dairy Product Manufacturing, Animal Slaughtering and Processing, Seafood Product Preparation and Packaging, Bakeries and Tortilla Manufacturing, Beverage Product Manufacturing.
- About 15% of California's food processing takes place in the Central Valley. (www.coecc.net/documents/foodmfg_custom_ca_10.pdf)

- Our businesses create waste water due to the cleaning and sanitation requirements we must fulfill, and in times of drought, we have all had to learn ways to conserve. The California League of Food Processors released its Water Use Efficiency Report in February 2015 to assist us all in this endeavor. <http://clfp.com/water-use-efficiency-study/>
- For those of us operating in the Central Valley, there is an important threat on the horizon that we must now face --- the pollution to our surface and groundwater from salt and nitrate accumulations that have been building up over decades.
- Yes, we are regulated now regarding salt and nitrates, but the regulations are outdated, general inflexible and require retooling.
- **CV-SALTS is a non-profit partnership** made up of state water quality regulators and growers, farmers, food processors, etc., all working together to find long-term solutions and plans that will provide safe drinking water for Central Valley residents, without putting us and most of the valley's economy out of business!
- The salt and nitrate build-up in the groundwater is exactly what the CV SALTS partners have been working on – to find ways to **slow and eventually reverse** these polluting accumulations.
- The **CV SALTS partnership is proposing solutions** that include treating drinking water to remove nitrates and salts, creating new sources of safe drinking water, exporting salts to the ocean, and adopting improved management practices for farms and other contributing sources of salt to minimize future impacts and achieve long-term sustainability, which in turn keeps the Central Valley in business.
- The proposed solutions require a **major change in the current regulatory** approach.
- As an industry, we need to be at the table. We need to review and provide input to the SNMP and remain involved as new, more flexible regulations are brought into play.

Other Talking Points to be Developed

- Wastewater Treatment Managers
- Cities, Counties and Other Special Districts
- Others?

Draft Email to Send to CV-SALT Networks Prior to the Release of the SNMP

This version is 373 words. The final should be kept under 500 and even less, less is better

Colleagues (or whatever is the best word to use for your associates):

We are excited! After ten years of collaboration, technical study, and meetings, the members of CV-SALTS are pleased to announce that the comprehensive Salt and Nitrate Management Plan is ready for release for informal public review. This is an important milestone and we wanted you to know about it. The SNMP will be released on DATE and be available for all to review online at www.cvsalinity.org and via XXXXX.

Why another plan and why are we excited?

The Central Valley Salinity Alternatives for Long-Term Sustainability initiative (CV-SALTS) came to life in 2006 with the intention of addressing, from a new perspective, the elephant in the room—the historic and ongoing accumulations of salts and nitrates through the Central Valley. If left untreated, salts and nitrates will bring harm to our economic sustainability and our water quality. CV-SALTS is a broad coalition of agriculture, cities, industry, and regulatory agencies who joined together to identify workable, more flexible solutions and to retool the current outdated regulatory system for salt management.

As you know, because of the accumulations of salts and nitrates, our groundwater supplies are becoming contaminated. With more salt are entering the Central Valley than leaving, the solutions had to be found to rebalance this equation.

CV-SALTS set out to develop a comprehensive Salt and Nitrate Management Plan based on good science and real-life examples. The SNMP was developed to identify near- and long-term management solutions that would lead to safe drinking water, balanced salt and nitrate loadings, and the restoration of the Central Valley's groundwater basins. The challenge to find more effective ways to reduce accumulations of salts and nitrates was nothing less than complex, every step of the way.

The resulting SNMP, with its recommended regulatory policy changes, allows for local and regional flexibility and encourages the use of local management plans with oversight by the Central Valley Water Board. The SNMP establishes milestones and timelines for actions and results. ADD SOMETHING MORE HERE AS TO WHY THE SOLUTION IS A GOOD ONE.

All of us at CV-SALTS are excited to share this new plan for regulating salt and nitrates with you. We want you to look over the plan, let us know what you think. We also encourage you to get involved going forward. ADD CONTACT INFO.

From: Chilcott, Jeanne@Waterboards [<mailto:Jeanne.Chilcott@waterboards.ca.gov>]
Sent: Wednesday, January 04, 2017 12:37 PM
To: Sharon Benes
Cc: Sargeant Green; Longley, Karl@Waterboards; dcozad@cvsalinity.org
Subject: RE: Speakers on SGMA for CA Plant & Soil Conference (Jan. 31-Feb. 1st)

Thank you for considering me for this spot and I apologize that I've been out of the office until today and unable to respond.

There is a CVSalts Executive Committee meeting scheduled for the 1st and 2nd of February and I have a meeting with USEPA in San Francisco on January 31st, so it would be very difficult for me to speak at the conference. **Let me contact the reformed CVSalts Education and Outreach Committee to see if they may have someone available.** A discussion on CVSalts would be timely as the CVSalts Central Valley Salt and Nitrate Management Plan will be noticed for public review in mid-January (in fact the document was posted on the cvsalinity.org website at the end of December) and we will be having a workshop on March 9th.

Jeanne Chilcott
Environmental Program Manager
Central Valley Water Board
916/464-4788
jeanne.chilcott@waterboards.ca.gov

From: "Sharon Benes" <sbenes@csufresno.edu>
To: jchilcott@waterboards.ca.gov
Cc: "Sargeant Green" <sgreen@csufresno.edu>
Sent: Thursday, December 8, 2016 2:09:09 PM
Subject: Fwd: Speakers on SGMA for CA Plant & Soil Conference (Jan. 31-Feb. 1st)

Jeannie,

As you can read below, Sarge Green from the CA Water Institute at Fresno State suggested you as a potential speaker for our Water Sustainability break-out session for the CA Plant and Soil Conference on Jan. 31- Feb. 1st in Fresno. This particular session is on the 2nd day (Feb. 1st) from 8:30 to 9:50 a.m. Basically looking for something on the sustainability of our water supply. The session will consist of three speakers, each having 20 min. for their presentation and 5 min. for questions, plus ~5-10 min. at the very end for general discussion. I am also considering an alternative format, whereby we could limit each speaker to 10 or 15 min. of "highlights" on their chosen topic and then have more time for a type of panel discussion/general discussion afterward-- that can be determined later, once the group of 3 speakers is determined. Thus far I have the two below. We do not have to focus entirely on SGMA for this session. Also open to other ideas related to water sustainability.

Please let me know if you would be willing to give this presentation. Our conference generally has ~200 attendees which include CSU and UC scientists and policy people, government agency personnel, agricultural consultants, a few growers and some students. Topics cover the entire breadth of agronomic production. I am attaching our draft agenda (not yet finalized). Appreciate your consideration of our request!

Best regards,
--Sharon Benes

Planning Board-- CA Plant & Soil Conference
American Chapter of the Agronomy Society of America (ASA)
Professor, California State University, Fresno.

CV-SALTS Meeting Calendar

2017

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

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3 March

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4 April

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30						

5 May

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6 June

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7 July

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8 August

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9 September

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10 October

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11 November

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12 December

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24	25	26	27	28	29	30
31						

Notes/Key

Light Red conflicts

Reginal Board Workshop/Hearing

Wed/Thurs 4th or 3rd

Policy Related Meetings

Policy or Admin Calls

Yellow Salty 5

Lower San Joaquin

TAC Meeting

Regional Board Presentation

Wednesday Meetings are DRAFT

May be held by Webinar or

in person in Sacramento half day