

Snap Shot of Audiences Reached in 2017

Draft for CV-SALTS PEOC, January 2018

The following summarizes the audiences that have been contacted through 2017, as listed on the Google Drive Spreadsheet. This summary is intended to assist in identifying additional outreach that is needed before the SNMP related Basin Plan Amendments come before the State Water Board (scheduled for July 2018). We need to identify entities to reach out to, and then figure out how that can be accomplished. In some cases, for the entities not contact yet, it may be as simple as sending an email with the Outreach Brochure. And, please note, I may not have placed each entity that has been contacted in the right category – the idea is see what may have been missed at a glance.

Priority 1 Audiences Per Communication Plan

1. **NOT SURE** - Members of CV-SALTS (Chief Executives and PIOs/Governmental Affairs)
2. **NOT YET** - News Media Reporters and Bloggers
3. **YES** – 14 Irrigated Lands Coalitions, **need to confirm that all Central Valley ILCs have been reached**
4. **NOT SURE** - California Department of Food and Agriculture (CDFA)
5. **NOT SURE** - Lobbyists for CV-SALTS participants
6. **NOT SURE** – Influencers/Opinion Leaders Reaching Public Regulated Communities/Permittees (California Association of Sanitation Agencies (CASA) Conference/San Diego;
7. **SOME** – Influencers/Opinion Leaders Reaching Private Regulated Communities/Permittees (Independent Oil Producers' Agency; KRWCA Board; Kaweah Delta Water Conservation District; Alta Irrigation District; Attorneys for Tule, Kaweah, Kings Coalitions; David DeGroot; Donald Ikemiya; Mark McKean, President of Kings Coalition; Kings Basin Water Authority IRMP monitoring subcommittee; CV-AG Water Advisory Group, AWAG (Oil and Gas); Central Valley Manufacturer's Council/Modesto; Association of California Water Agencies, ACWA: Water Quality Committee, Planning Committee, SJR Water Managers Committee; Western States Dairy Producer Trade Assoc.; Dairy Farmers of America, Western Area Council; Dairy Cares Coalition Board; Wine Institute Environmental Committee;
8. **NOT SURE** - Industry Associations Reaching Public Regulated Communities Westlands Water District Board
9. **NOT SURE**- Industry Publications Reaching Public Regulated Communities
10. **SOME**- Industry Associations Reaching Private Regulated Communities (Edison Beneficial Reuse (Oil and Gas); Dairy Cares (Dairy), ILRP stakeholder meeting Central Valley (IrrAg); ILRP joint No/So Mtg with MPEP (IrrAg); ILRP Coalitions (IrrAg); South Valley ILRP Coalitions – SSJVWQC; Kaweah Basin Water Quality Coalition; Kings Basin Water Authority; Western States Dairy Producer Trade Assoc. (Dairy); California Independent Petroleum Association (Oil and Gas); Central Valley Dairy Representative Monitoring Program Board of Directors (Dairy); Western United Dairyemen (Dairy);
11. **NOT SURE** - Industry Publications Reaching Private Regulated Communities
12. **NOT SURE** - Key Agricultural Organizations and Commodity Groups including CA Farm Bureau, County Farm Bureaus, Western Growers Association
13. **SOME (Need a list of those contacted)**- Targeted Environmental Organizations and Environmental Justice Organizations
14. **NOT SURE** - U.S. Environmental Protection Agency

Priority 2 Audiences Per Communications Plan

1. **NOT SURE** - Targeted Elected Officials (Governor's Office, Local Staff of Federal Delegation, State Legislators, County Supervisors)
2. **NOT SURE** - Additional contacts within the Private Regulated Community (larger dischargers) including food processing, large farming operations, dairy operations, etc.

3. **SOME** - Oil and Gas Industry Groups: **Western States Petroleum Association; California Independent Petroleum Association Society of Petroleum Engineers; California Natural Gas Producers Association (CNGPA, www.cngpa.org);**
4. **NOT SURE** - Additional environmental and environmental justice organizations.
5. **NOT SURE** - Municipal agencies and special districts
6. **NOT SURE** - Groundwater Sustainability Agencies
7. **NOT SURE** - Local and county stormwater management and flood agencies
8. **NOT SURE** - Regional Water Management Groups (IRWMP, etc.)
9. **NOT SURE** - CA Department of Water Resources and Bureau of Reclamation
10. **NOT SURE** - CVP Water Users and State Water Contractors
11. **NOT SURE** - Local Government Associations including:
 - ✓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/>
12. **NOT SURE** - 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