

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.