

MEMORANDUM

Date: March 10, 2019

To: Daniel Cozad and PEOC members

From: Charles Gardiner and Mary Currie, The Catalyst Group

Re: Supplemental 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. The original CV-SALTS public outreach brochure was finalized for circulation in June 2017. In June 2018, the timeline was updated. The brochure provides an overview of CV-SALTS, the coming changes to regulations for salts and nitrates, a brief explanation of the Basin Plan Amendments and a timeline for implementation. It is available in English and Spanish.

Over the last 20 months, members of the PEOC and Executive Committee have distributed the outreach brochure to their respective industry groups. It remains a useful basic information tool for dischargers in all industries. It will likely remain useful until after State Board approval of the Basin Plan Amendments, now set for May 2019 (Daniel?), and the subsequent approval by the Office of Administrative Law in July 2019 (Daniel?).

For 2019, one of the primary communication goals is to expand the general outreach and communications to agricultural, municipal, and business interests that will have to comply with the new regulations with a focus on the six high priority basins and subbasins. Over the next few months, Catalyst will research and expand the electronic list of contacts within these interest groups, specifically within the high priority areas. Additionally, through interviews with Executive Committee members in March 2019, the communications network will also be expanded.

With the expanding outreach network, it is time to consider the best approach for the supplemental outreach brochure included in the 2019 Communication Plan. The following are three options for consideration at the March PEOC meeting:

- A. Reshape the two previous fact sheets on the compliance pathways and requirements for the Nitrate Control Program and the Salt Control Program. These fact sheets could be combined to highlight the timelines and requirements for each program and serve as a supplement the original general outreach brochure.
- B. Develop a tailored and localized information piece to highlight what is happening in the two pilot management zones.
- C. Take a wait-and-see approach and determine an approach later in the year.
- D. Other approach?