

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: March 17, 2020 from 3:00 PM to 4:00 PM

Participants: Nicole Bell (chair), Charles Gardiner, Mary Currie, Daniel Cozad, Debbie Webster, Anne Walters, Walt Plachta, Cristel Tufenkjian, J.P. Cativiela, Bruce Houdesheldt, Sam Safi



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the February 11, 2020 Meeting Notes

- Cristel Tufenkjian moved, and Debbie Webster seconded, and the February 11, 2019 Meeting Action Notes were approved by consensus. There were no objections.

Item 3: Outreach Matrix Update

- Mary Currie provided a status update on the matrix, press and broader outreach.

Item 4: Support for Management Zones

- Nitrate Control Program Brochure and Website Updates
 - The new [Nitrate Control Program brochure](#) was included in the agenda package and has been posted on the website. Mary Currie will have [all versions](#) of the document updated to reflect the new estimated date for mailout of Notices to Comply. All website content will also be updated to reflect the 60-day delay in the implementation timeline.
 - [Information on choosing Pathway A](#) has been expanded on the site, and all content updated to align with the language used in the Nitrate brochure.
- Workshops – Nicole Bell provided an update on subcommittee workshop discussions. The subcommittee agreed the outreach effort should focus on helping groups in Priority 1 areas who have already initiated Management Zone discussions, rather than developing new public workshops.
 - There is still interest in developing the consultants-focused workshop. The current proposal for the consultants' workshop is to present it in a webinar format which can be recorded and posted to the website for future access.
 - Charles and Mary will work with JP, Daniel, Parry and Charlotte to develop an outline of what should be covered in the online consultants' workshop.
 - A concern was expressed regarding the need for providing more information in the outreach materials to ensure that a discharger considering Pathway A can make an informed decision. Some of the concerns raised by the committee:
 - Management Zone outreach materials really have two audiences: those dischargers who are compelled to join, and those that have a choice.
 - How to craft outreach materials, that explain to dischargers who have a choice, what those choices are, and why they may want to participate. Or, how to help the dischargers that are on the fence about joining an MZ understand the real pros and cons of participation.
 - Outreach tools whose focus is spread out across all dischargers will help a Management Zone better meet its outreach obligations.
 - Mary and Charles will begin work on a decision tree for the Pathway A decision-making process.
 - When considering new outreach documents, keep in mind that most of the Basin Plan

Amendment orientation is to ENCOURAGE participation in a Management Zone.

- Further discussion of this item was deferred to the April PEOC meeting.
- Email Confirmation Process – The committee recommended the following revisions:
 - Eliminate ‘thank you for your comments and your request’ from the initial pop-up response.
 - Change CVSalinity to CV Salinity Coalition
 - Replace the current auto-reply email with the proposed text, eliminating the third step.

Item 5: Salt Control Program

- This item was not covered and is deferred to the April meeting for discussion.

Item 6: Recap Next Steps and Set Next Meeting – Tuesday, April 21st from 3:00-4:00 PM