

# CV-SALTS Public Education and Outreach 2021

## Potential Activities

### General Program Information

**Website** – Maintain and improve permittee and public information and accessibility

**Outreach Tracking** – Maintain regular contact with program leaders and management zones leaders to track and report outreach events.

**Program Updates** – In lieu of an updated brochure, provide quarterly program updates for distribution to the CV-SALTS contacts and networks.

### Salt Control Program

**Webinar** – Plan and conduct the February 10 Salt Control Program webinar.

**Reporting** – Provide updates on 2021 program activities and studies to Path B participants

**Talking Points** – Messages and supporting materials on the problem, consequences, studies, and potential actions.

**Other?**

### Nitrate Control Program

#### Milestones

- March 8 Submittals
- Early Action Plan Implementation – May 7

#### Telling the CV-SALTS Story

**Press Releases** – Describe the program and links to management zones at both milestones.

**Human Stories** – Describe the people and perspectives of water users, local leaders, farmers, other permittees, and regulators in solving the complex water quality challenge in short stories and videos.