

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: January 12, 2021 from 3:00 PM to 4:00 PM

Participants: Daniel Cozad (acting chair), Charles Gardiner, J.P. Cativiela, Sam Safi, Parry Klassen, Walt Plachta, Cristel Tufenkjian, Rebecca Quist, Debbie Webster, Aaron Pope



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the November 17, 2020 Meeting Notes

- The November 17, 2020 Meeting Action Notes were approved by consensus. There were no objections.

Item 3: [Outreach Matrix](#) Update

- Committee members were reminded to document all outreach on the matrix.
 - Catalyst has been updating the matrix with the ongoing management zone activities, and will be checking in with individuals regularly engaged in outreach activities.
 - Management zone representatives have spoken with Lois Henry ([SJV Water](#)) providing background for an upcoming article on the CV-SALTS effort. [“Clean water plans need more public involvement activists say”](#) was published 1/12/2021.

Item 4: 2021 Communications Activities

- Charles Gardiner presented the [proposed activities for 2021 outreach](#). The 2021 plan covers three main areas: General Program Information, Salt Control Program, and Nitrate Control Program. Some of the feedback from the committee:
 - Contact Tess Dunham for more information on the different ways in which the kiosks/fill stations are being used.
 - Highlight public-focused progress stories and updates on the website. Emphasize the efforts that are being made to get the word out, document outreach efforts to the different communities.
 - Consider adding a web-based calendar or summary/timeline of what is planned for the next 3-4 months.
 - Salt Control Program
 - Include details in the proactive messaging regarding timelines, deadlines, and penalties.
 - Many responding to the Notices to Comply have scant knowledge of the program. The webinar needs to have basic educational information on the program, as well as covering the benefits to P&O participation.
 - Is an informational piece needed later in the year for permittees who have not participated, or turned in an NOI? What kind of follow-up for non-participants?
 - Nitrate Control Program
 - Develop a regularly scheduled series of articles representative of all discharger communities highlighting progress and ongoing activities.
 - There is a need for a simple one-page executive summary of the EAP, translatable into Spanish and other languages as needed.

Item 5: Salt Control Program

- The final Salt Control fact sheet was included in the agenda package.
- Salinity Workshop/Webinar – Scheduled for Wednesday, February 10th from 10-12. Target audience for the webinar is permittees. Daniel and Nicole will review the draft invitations.

Item 6: Recap Next Steps and Set Next Meeting – Tuesday, February 9th from 3:00-4:00 PM