

03.5.2021

Memo

To
PEOC

Re: Nitrate Program Outreach Summary

From
Charles Gardiner
Aaron Pope

The Management Zones (MZs) have conducted extensive outreach over the past few months to ensure a successful launch of the CV-SALTS Nitrate Control Program in the six Priority 1 Subbasins. We thought it was important to capture and package the key details into a concise, accessible document. This summary is intended to provide a brief overview of that outreach, early results, lessons learned, and planned future activities.

CC
[Name]

Re
Nitrate Program Outreach
Summary

Key points:

- On March 8th, the MZs met an important milestone by submitting their Preliminary Management Zone Reports, which included their Early Action Plans (EAPs).
- MZs successfully met their initial outreach objective to invite as many people as possible to a series of webinars, gathering valuable input on EAPs and laying a foundation for future engagement and identifying effective outreach approaches.
- The next stages will focus on broad community engagement, and direct communication with affected residents to set up water quality testing and deliver clean water solutions.
- MZs have been working to overcome several communication challenges. They have been experimenting with direct email, online content, webinars, radio spots, social media, media notices, and community flyers. They have also been leveraging the power of personal networks by asking for help from community leaders.
- There have been some important lessons learned during the initial outreach, and all the MZs are committed to continual improvement, leading to increased community awareness and participation.
- MZs are providing bilingual content and access to Spanish-speaking staff every step of the way.
- MZs are working closely with local nonprofit organizations, including *Self Help Enterprises*, *Leadership Council for Justice and Accountability*, and *Community Water Center*.

The attached summary provides additional details.

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