

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, May 11, 2021 from 3:00 PM to 4:00 PM**

Location: Teleconference Only



Link for computer or tablet <https://zoom.us/j/5492067771>

Dial-In 669-900-9128 Access code #5492067771

Agenda

1. Welcome and Introductions

2. Approval of [April 6, 2021 Meeting Notes](#)

3. Outreach Matrix Update – Charles and Aaron

- Review Documented Activities and Feedback

▪ [Outreach Tracking](#) <- **Link Only**

▪ [Press and broader outreach](#)

▪ **LINKS TO:**

○ [Free bottled water is coming to up to 42,000 Stanislaus-area homes with tainted wells](#) (Modesto Bee 4-19-21)

○ [Free Bottled Water Coming to Thousands of Homes with Contaminated Water](#) (sacramento.cbslocal.com)

○ [Darán agua embotellada sin costo a familias afectadas por mala calidad del agua en Stanislaus y Merced](#) (Univision.com)

4. General Outreach — Aaron and Charles

- Program update email (June).

5. Salt Control Program – Charles

- Compliance reminder email (June).

6. Nitrate Control Program – Aaron

- April 27 Workshop.

- [Story development and placement](#)

7. Recap Next Steps and [Set Next Meeting](#)

- Next Executive Committee Meetings:

○ May 13, 2021, and June 10, 2021

- Next Mgmt. Zone Support Meeting: June 8, 2021 – 2:00 PM or TBD

- Next Scheduled PEOC Meeting: Tuesday, June 8, 2021, 3:00 - 4:00 PM

One or more Central Valley Regional Water Quality Control Board members may attend.

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: April 6, 2021 from 3:00 PM to 4:00 PM

Participants: Nicole Bell (chair), Charles Gardiner, J.P. Cativiela, Cristel Tufenkjian, Anne Walters, Debbie Webster, Aaron Pope, Daniel Cozad, Rebecca Quist, Walt Plachta, Parry Klassen



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the March 9, 2021 Meeting Notes

- The March 9, 2021 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 regularly to reflect recent management zone activities.

Item 4: General Outreach – Status Update

- Charles Gardiner presented the updated Management Zone Outreach Summary. Committee members were asked to email additional comments on the summary to Charles and Aaron. Committee comments will be incorporated, and the Summary will be presented to the Executive Committee for approval on Thursday, April 8, 2021.
 - Some recommendations from the committee:
 - Move table of outreach metrics on page 3 of the summary to the first page.
 - Whenever possible quantify the number of contacts to which the email or survey has been sent.
 - Page 2 – Problem and Solutions. Clarify language in the first paragraph to reflect these processes have already been initiated and the next phase will focus on “expanding,” “increasing,” and “implementing” the solutions.
 - Page 3 change “Council” to “Counsel”
- The committee provided feedback on the draft of the CV-SALTS Quarterly Email Update.
 - Expand the total participating dischargers in the Salt Control Program to include those represented by the ILRP coalitions and the Dairy monitoring program. Use an informative subheading. Nitrate Control Program and Salt Control Program are more recognizable than CV-Salts.

Item 5: Salt Control Program

- Charles Gardiner presented the revised Q & A summary from the Salt Control Program Webinar. Charles will update the summary with the following recommendations from the Committee:
 - Explain all acronyms on first reference, in both question and answer.
 - Include a Glossary of terms.

Item 6: Nitrate Control Program

- [April 27, 2021 Regional Board](#) Workshop – Charles and Aaron will be working with the Management Zones to organize a panel and presentation for the workshop.
[Featured Stories Concepts](#) – The committee provided several suggestions on for the approach on the media contact strategy and story rollout. A small group was formed to develop the first feature story, “Outreach and Engagement to Address Nitrate in Drinking Water.” Members of the group: Parry Klassen, J.P. Cativiela, Cristel Tufenkjian, Aaron Pope and Charles Gardiner.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, May 11, 2021 from 3:00-4:00 PM

Outlet	Name	Notes	Email	Phone
Fresno Bee	Monica Vaughan	Cristel cold-called her when they did some outreach She has a community/progressive focus and may not be receptive to other perspectives She was on a webinar that was bombed by the EJ folks She works closely with the EJ folks She spoke to charlotte at Kings about water Cristel can introduce us when the time is right	mvaughan@fresnobee.com	
Modesto Bee	John Holland	Wrote 4/19/21 article on water delivery which resulted in some misunderstanding and lots of calls Spoke with Parry several times; Parry connected him with Michael Clayburn for EJ side of story He may be interested in follow-up stories	jholland@modbee.com	209.225.3589
CBS13 Sacramento	Steve Large	TV report following-up on John Holland's article Spoke to Parry for a quote Might be interested in a follow-up story once Nitrate water replacement program begins	slarge@kovr.com	
SJV Water	Jesse Vad	He is interested in Nitrate Program and MZs Spoke with Daniel for a while	jessebvad@gmail.com	415.686.4078
Bay Area News Group		NA	breakingteam@bayareanewsgroup.com	
Modesto Bee		Kevin Valine	kvaline@modbee.com	
Sacramento Bee		Ryan Sabalow	rsabalow@sacbee.com	
Merced Sun-Star		Thaddeus Miller	tmiller@mercedsun-star.com	
The Tribune		Matt Fountain	mfountain@thetribunenews.com	
Enterprise-Record		Steve Schoonover	sschoonover@chicoer.com	
Recordnet.com		Roger Phillips	rphillips@recordnet.com	
Record Searchlight		Damon Arthur	damon.arthur@redding.com	
The Lodi News-Sentinel		NA	news@lodinews.com	
The Reporter		Kimberly K. Fu	kfu@thereporter.com	
Tracy Press		NA	tpnews@tracypress.com	
Manteca/Ripon Bulletin		Dennis Wyatt	dwyatt@mantecabulletin.com	
Red Bluff Daily News		NA	editor@redbluffdailynews.com	
Enterprise-Record		Mike Wolcott	mwolcott@chicoer.com	
Enterprise-Record		Dan Reidel	dreidel@chicoer.com	
Lake County Record Bee		NA	desk@record-bee.com	
LOCALiQ		Joshua Yeager	JAeager@timesdeltamediagroup.com	

Outlet	Name	Social
Fresno Bee	Monica Vaughan	
Modesto Bee	John Holland	Twitter: @JohnHollandModb
CBS13 Sacramento	Steve Large	Twitter: @largesteven
SJV Water	Jesse Vad	IG: @jessebvad

Bay Area News Group
Modesto Bee
Sacramento Bee
Merced Sun-Star
The Tribune
Enterprise-Record
Recordnet.com
Record Searchlight
The Lodi News-Sentinel
The Reporter
Tracy Press
Manteca/Ripon Bulletin
Red Bluff Daily News
Enterprise-Record
Enterprise-Record
Lake County Record Bee
LOCALiQ

Date	Title/Focus	Outlet	Reporter	Notes	Link
4/19/2021	Free bottled water is coming to up to 42,000 Stanislaus-area homes with tainted wells	Modeso Bee	John Holland	This article initially seemed like good coverage However, it inspired a lot of concern because there was the mistaken impression that city municipal water is tainted We might want to follow up with John on another story	https://www.modbee.com/news/business/agriculture/article250508234.html
4/19/2021	Free Bottled Water Coming To Thousands of Homes With Contaminated Water	CBS13 Sacramento	Steve Large	Short report on water delivery coming to residents One error - stated that Valley Water Collaborative was started by farm workers They want to do follow-up story once water delivery launches	https://sacramento.cbslocal.com/2021/04/19/free-bottled-water-coming-to-thousands-of-homes-with-contaminated-water/
4/20/2021	Free bottled water to families affected by poor water quality in Stanislaus and Merced	Univision Sacramento	NA	This story has caused a lot of confusion The report claims that if you call the Fresno Regional Board office, you will be provided with free bottled water	https://www.univision.com/local/sacramento-kuvs/daran-agua-embotellada-sin-coste-a-familias-afectadas-por-mala-calidad-del-agua-en-stanislaus-y-merced-video

Nitrate Program Story Plan

Story 1: Outreach and Engagement to Address Nitrate in Drinking Water

MZs meeting the challenge of reaching out to communities. Highlight both MZ efforts and community members who have connected to the program through those efforts and what their experience has been.

Intent

Create a catchy title or interesting narrative to grab people's attention.

We are still seeking the community perspective through residents and/or non-profit staff. Working with MZs on making contacts.

Story elements

- Background/Nitrate problem (told from community perspective)
- MZs (use some quotes and details from staff)
 - Mission
 - Formation
 - EAPs
 - Outreach efforts
- Community side
 - Community member or non-profit staff member quotes
 - Refill station success (Or save this entirely for future story?)
- Growing the program
 - More outreach
 - Working with the community

Media Placement Options

We will be writing in-house stories that we will distribute ourselves, but we also want to see if we can dangle these narratives, content and interview subjects in front of media outlets. We can create press sheets if needed.

1. Steve Large at CBS13 might be interested in follow-up report now that testing and delivery is launched.
2. Reach out to all the McClatchy papers, using our contacts, to see if they are interested (follow-ups?) This might be premature.
3. Package our story, along with photos, interview subject information, etc. and share with multiple smaller outlets, such as Valley Biz journal, SJV Water, etc.

2021

1 January

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31						

2 February

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3 March

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4 April

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6 June

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7 July

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8 August

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9 September

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10 October

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11 November

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12 December

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Notes/Key

- Light Red conflicts
- [PEOC Committee](#)
- 2nd or 3rd Thursdays
- Executive Committee Meetings
- Policy or Admin Calls
- Yellow Salty 5
- State Board Workshops/Hearings
- TAC Meeting
- PEOC and MZ Committees