

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, October 19, 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 [September 14, 2021, Meeting Notes](#)**
3. **Outreach Matrix** Update – Charles and Aaron
 - Review Documented Activities and Feedback
 - [Outreach Tracking](#) <- Link Only
 - Press and broader outreach
4. **General Outreach** — Aaron and Charles
 - Website Changes
 - MZ mapping functionality update
 - [WordPress migration/partial re-design/timeline](#)
 - 2022 PEOC activities and scope – initial ideas
5. **Salt Control Program** – Charles
 - Status Update – P&O Study brief
6. **Nitrate Control Program** – Aaron
 - Status Update – Media stories and placement
7. **Recap Next Steps and [Set Next Meeting](#)**
 - Next Executive Committee Meetings:
 - October 21, 2021, and November 18, 2021
 - Next Mgmt. Zone Support Meeting: November 16, 2021
 - Next Scheduled PEOC Meeting: Tuesday, November 16, 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 NOTES

Convened: September 14, 2021, from 3:00 PM to 4:00 PM

Participants: Nicole Bell (chair), Charles Gardiner, Anne Walters, Aaron Pope, Daniel Cozad, Parry Klassen, Debbie Webster



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of the August 17, 2021, Meeting Notes

- The August 17, 2021, Meeting Notes were approved by consensus. There were no objections.

Item 3: [Outreach Matrix](#) Update

- Charles Gardiner reminded committee members to enter any outreach activities on the tracker.
- There was no press or broader outreach to report.

Item 4: General Outreach – Status Update

- Website Management Zone Mapping
 - Aaron Pope provided a demonstration of the Management Zone mapping tool. Some of the feedback from the committee:
 - Use the actual Management Zone boundaries.
 - Fill in the Priority 2 subbasin areas with the solid color.
 - Ensure all links and contact information are correct.
 - Prior to implementation on the website, share with Management Zone teams and have them check for accuracy.
 - Identify the Priority 1 and Priority 2 areas in the legend.
- Program Draft Email – A draft of the email update was included in the package. Some of the comments from the committee during the meeting:
 - Put the Salt Control Program update first since it impacts a larger group of individuals. Include hyperlinks to Salt Control Program, P&O resources, and general program contact information available on the website.
 - Stress in the SCP section heading that the NOI deadline has passed.
 - Committee members were asked to provide further comments as soon as possible. The update is scheduled for distribution the week of September 20th.

Item 5: Salt Control Program

- Catalyst will provide Anne Walters with a draft for the reminder letter to be distributed to non-respondents. The letter is tentatively scheduled for distribution by the end of October.

Item 6: Nitrate Control Program

- The committee discussed the ongoing difficulty of generating media interest in the program. This topic will be discussed again next month.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, October 19, 2021, from 3:00-4:00 PM

CV-SALTS Website Redesign

Primary goals:

- Migrate to new more stable and upgradable platform
- Continue to be a library for existing and new documents and materials
- Accommodate range of users (new interest in P&O study, MZ interest, etc.)
- Provide clearer explanation of CV-SALTS and its programs
- Improve About Us sections
- Use clear, plain language and navigation to improve accessibility for all users
- Modernize website look and navigation
 - Remove sidebar
 - Update top drop-down menus

PEOC Discussion Question: Are there other goals for improving the CV-SALTS website?

Good website examples:

We think these websites provide great inspiration and ideas for the new homepage and other updates.

- <https://deltarmp.org/>
- <https://www.sfestuary.org/>
- <https://www.sbvwd.org/> (this one is designed by the current CV-SALTS web team)

PEOC Discussion Question: What features or design elements from these sites are desirable or well-suited for the CV-SALTS website?

Process:

- Identify existing website content to archive, keep live, etc. [Daphne with assistance from Richard and Daniel]
- Redesign home page and sub-pages (navigation, functionality, content) [Charles, Aaron, Daphne]
- Work with YellowWebMonkey to simultaneously convert to WordPress and implement redesign [Daphne and Aaron]
- Discussion and review at October and November PEOC calls. [All]

Target Timeline:

- Review goals and website examples with PEOC – October 19
- Develop home page and site navigation framework for review by PEOC – November 16
- Complete site layout and archive by end of December. Go live.
- Review and refine as necessary at January PEOC meeting.

2021

1 January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2 February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

3 March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

4 April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

5 May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

6 June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

7 July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

8 August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

9 September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

10 October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

11 November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

12 December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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