

CV-SALTS Public Education and Outreach Committee Meeting NOTES

Convened: October 19, 2021, from 3:00 PM to 4:10 PM

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



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of the September 14, 2021, Meeting Notes

- The September 14, 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 Changes
 - Website Management Zone Mapping - Aaron Pope provided a demonstration of the Management Zone mapping tool. Links to the tool will be included on these three pages: Nitrate Control Program Overview, Join a Management Zone for Nitrate Compliance, and Safe Drinking Water. The mapping tool will be reviewed by the Management Zone teams for accuracy before going live on the site.
 - The committee also requested that the “Management Zone Well Testing and Water Delivery Update” link be reformatted to display more clearly as a clickable link.
 - WordPress migration/partial re-design/timeline - Charles Gardiner presented an overview of the goals, process, and timeline for the website redesign. The committee was asked to provide comments on the redesign to Charles no later than Friday, October 29th. Some of the feedback from the committee during discussion:
 - Ensure that key information retains a place of prominence on high traffic pages.
 - The Nitrate and Salt Control Programs need to be the focus on any landing page.

Item 5: Salt Control Program

- Status Update – P&O Study Brief – Charles Gardiner will present a draft of an overview document on the P&O Study at the November PEOC meeting. The document will cover history, background, purpose, and planned workflow of the study.

Item 6: Nitrate Control Program

- Status Update – Media stories and placement – The committee discussed the shift in media placement strategy proposed by Catalyst Communications. The new strategy is to investigate what opportunities there are for placement in the Sacramento Market. Once published in the primary market the article could be re-used in other venues. The committee discussed possible article formats: op-ed, advertorial, newspaper insert, story maps.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, November 16, 2021, from 3:00-4:00 PM