

CV-SALTS Public Education and Outreach Committee Meeting NOTES

Convened: November 16, 2021, from 3:00 PM to 4:00 PM

Participants: Daniel Cozad (chair), Charles Gardiner, Anne Walters, Aaron Pope, 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 October 19, 2021, Meeting Notes

- The October 19, 2021, Meeting Notes were approved by consensus. There were no objections.

Item 3: [Outreach Matrix](#) Update

- The outreach tracker was discussed under Item #4.
- There was no press or broader outreach to report.

Item 4: General Outreach – Status Update

- Website Changes
 - Management Zone Mapping Update - Aaron Pope provided a demonstration of the Management Zone mapping tool. The mapping tool has been finalized and is ready to launch. Updates to the tool since the October meeting:
 - Non-priority basins have been added.
 - All contact information for Management Zones has been confirmed and updated.
 - The gray municipal water locations were removed from the Kings MZ area.
 - WordPress migration/partial re-design/timeline - Charles Gardiner presented the most recent version of the re-design. Some of the feedback from the committee during discussion:
 - Link the By The Number section to both the Nitrate Program page and the Drinking Water page.
 - Add a capital M to the Salt Program Budget in By The Numbers to make it clear it denotes millions.
 - Refer to Google Analytics to ensure the most highly trafficked pages can be reached in the fewest clicks.
 - Include a design element that can be used during the P&O fee payment window that provides one-click access to the payment portal.
- 2022 PEOC Activities – Charles Gardiner presented the proposed [CV-SALTS Public Education and Outreach 2022](#) for three general outreach areas: General Program Information, Salt Control Program and the Nitrate Control Program. Some committee comments on the proposal:
 - The Salt Control Program/P&O participants will need continued consistent messaging on what they are paying for, and why they are required to pay annually.
 - SAMP will also require similar education and outreach efforts toward the end of 2022.
 - Small digestible pieces of information that can be shared are preferred over another webinar or direct email to participants. Can a 5–10-minute video be produced that can be shared with participants at their regular meetings?
 - Consult with Management Zones at the 11/30 meeting on the level of tracking of MZ activities to be done by CV-SALTS, and anticipated outreach needs for 2022.
 - Follow-up with Nicole Bell on potential outreach needs in support of Management Zone development in the Priority 2 subbasins.

Item 5: Salt Control Program

- Status Update – P&O Study Brief – Charles Gardiner presented a draft of the [Salt Control Program and P&O Study Update](#). Committee members were asked to submit any comments no later than 11/24/21.

Item 6: Nitrate Control Program

- Status Update – Media stories and placement – Charles Gardiner presented a draft of the Op-Ed for placement in Sacramento Media (Cal Matters or Sac Bee). The committee suggested as diverse a group of signatories as possible, e.g. Ag, State Water Board, Regional Board, CVWCA, EJ orgs, Management Zone board members, local elected officials, etc.

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