

CV-SALTS Public Education and Outreach 2022

In 2021, the CV-SALTS program made a substantial shift from policy development to regulatory compliance and implementation. As such, the communications audience expanded, and interest and attention has increased. The following activities are proposed for 2022 to continue explaining the salt and nitrate programs to all audiences, report on progress, and provide opportunities for participation and comment.

General Program Information

These activities provide general information on the program, recent activities, and program accomplishments.

Website – Complete transition to new platform and refine/maintain information and accessibility for permittees and the public. Maintain current information on activities and resources and links to management zone websites, contacts, and meetings.

Outreach Tracking – Maintain regular contact with program and management zones leaders to track and report outreach events.

Program Updates – Provide quarterly program updates for distribution to the CV-SALTS contacts and networks. Provide summary reports on nitrate and salt control program activities and accomplishments.

Salt Control Program

The focus for Salt Control Program communications is informing regulated dischargers of the compliance requirements, choices, and deadlines to support and reinforce compliance. The team will also support initial planning and coordination for the P&O Study.

P&O Study Brief and Talking Points – Complete the program brief and update talking points for the P&O Study, including concise messages and supporting materials on the salt problem, consequences, studies, and potential actions.

Updates/Mailings – Provide electronic updates on 2021 program activities and studies to Alternative Path participants.

Webinar – Plan and implement a program update webinar or other participant engagement event, as needed.

Planning & Decision-making – Work with the P&O Study team to identify and plan Executive Committee discussions and decisions to support the P&O Study.

Nitrate Control Program

The existing management zones will continue their outreach efforts in 2022 and new management zones will be forming in Priority 2 basins. Knowledge sharing among management zones will continue to be important to advance outreach efforts. Documenting activities and progress and telling the story of the management zones to policy makers, local media, and other interested parties will be important as results grow. There are important, human parts to this story—what farmers and others are doing together to address the needs in the community and the people they are helping.

Communications Materials and Best Practices – Summarize management zone outreach and engagement activities. Work with management zones to identify and collect best practices for community outreach. Convene two meetings among management zones to share best practices and provide learning and skills development. Identify and develop information materials and best practices that have utility across all Priority 1 and 2 subbasins (e.g., EAP action summary for communities). Participate in six MZ coordination calls.

Telling the Nitrate Story – Identify and develop opportunities to promote the CV-SALTS/MZ success story to increase local and policy maker awareness. Use op-ed placement and local leaders as tools to leverage local news coverage. The focus is on the people and on-the-ground actions—WQ testing, fill stations, bottled water, management practices, etc. Build a library of feature stories in words, pictures, and short video pieces to be distributed through the CV-SALTS network, to farm bureaus, other partners, and the media.

Webinar for Priority 2 Sub-basins – Plan and implement a webinar on Management Zone formation for Priority 2 subbasins.