

# Salinity Communication Matrix

Audiences	Frequency	Detail Range	Messages		
			Importance 1	Efforts 2	Needs 3
CVRWQCB Board Members	High	Summary/Detailed	◆	◆	◆
CVRWQCB Management	High	Summary/Detailed	◆	◆	◆
CVRWQCB Staff	High	Detail/Technical	◆	◆	◆
State Board Members	High	Summary	◆	◆	◆
State Board Staff	High	Summary/Detailed	◆	◆	◆
Other State Agency and Groups	High	Summary/Detailed	◆	◆	◆
Stakeholders, participants	Frequent	Summary	◆	◆	◆
o Dischargers/industry/districts/cities	High	Summary to Technical	◆	◆	◆
o Suppliers/irrigators/users (area of focus)	High	Summary to Technical	◆◆	◆	◆
o Environmental/EJ/DAC/Farm labor	Frequent	Summary to Technical	◆	◆	◆
o Broader business/economic development	Moderate	Summary/Detailed	◆	◆	◆
o Land use planners and developers	Moderate	Summary/Detailed	◆	◆	◆
o Associations CASA/CSDA	High	Summary to Technical	◆	◆	◆
o ACWA and water policy	High	Summary to Technical	◆◆	◆	◆
o BIA and Business	Frequent	Summary to Technical	◆	◆	◆
Future or Likely participants	High	Public to Detail	◆◆	◆	◆
Legislators/local political & community leaders	Moderate	Public	◆	◆	◆
o Policy oriented	Moderate	Public/Summary	◆	◆	◆
o Funding oriented	Event	Public/Summary	◆	◆	◆
o Constituent oriented	Moderate	Public	◆	◆	◆
o Federal Officials	Moderate	Public to Detail	◆	◆	◆
The Public	Event/Demand	Public	◆◆	◆	◆
o Regulated	Moderate	Summary	◆	◆	◆
o As payers of the bill	Event/Demand	Public	◆	◆	◆
o As owners the Community Future	Event/Demand	Public	◆	◆	◆

Additional Detail in Communication Plan Document

High	Public
Frequent	Summary
Moderate	Detailed
Event	Technical
On-Demand	Varies

Very High	◆◆
High	◆
Med	◆
Low	◆