

**Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS)
Public Education and Outreach Committee
PLANNING MEETING NOTES
August 20, 2008**

Participants:

Jim Atherstone – South San Joaquin Irrigation District
Gail Cismowski - Central Valley Regional Water Board, Sacramento
Daniel Cozad – Integrated Planning & Management
Joe Di Georgio – ECO Logic
Linda Dorn - Sacramento Regional County Sanitation District
Mark Felton - Culligan
Rosa Lau-Staggs - City of Fresno
Karl Longley – Central Valley Regional Water Quality Control Board
Jim Martin - Central Valley Regional Water Board, Sacramento
Sandra Salazar-Thompson - State Water Resources Control Board
Kathy Smith – State Water Resources Control Board
Rita Sudman – Water Education Foundation
Rebecca Winer-Skonnar – Larry Walker and Associates

Dr. Longley gave an overview and history of the salinity issue in the Central Valley. He pointed out the need to educate legislators on the issue as the Board is facing regulation of a problem that is getting worse. The Central Valley Salinity Policy Group was started with a budget of 1 million dollars and three main tasks: a data gap study, a social economic study of the cost of doing nothing to address the problem, and a video for public outreach to raise awareness of the salinity impact in the Central Valley.

The CV-SALTS Public Education and Outreach Committee listed accomplishments achieved until current date; a view of future accomplishments by December 2010; and a list of short term goals for the coming year.

Accomplishments:

- Documentary
 - Local viewing (Fresno); (30-second advertisement of the documentary gave PBS viewers a good overview of the issue)
 - Planning national exposure in addition to other California cities
 - Gives balanced treatment of issues
- Committee
 - Members represent differing views
 - Unified about importance of salt
 - Quality through diversity and compromise
- Materials
 - Brochure

- Workshops
 - Outreach / Education
 - Broad cross-sectional participants
- Logo Development
- California Water Plan – Strategy
 - IRWMI- Salinity portion
 - Outreach

Future “accomplishments” as seen by Dec 2010

- Integrate salinity into “common knowledge” awareness
- Create a salinity trend “Buzz” – Know the “Salt Footprint”
- Represent science fair treatment of issues (?)
- Broad group represented – minority /industry/ environmental community
- Water softener suppliers involved
- Have a plan and begin implementation of school programs
- Legislative session education
- Celebrity group involved
- Salt footprint calculator (known statewide)
- Public forum
 - Workshops
 - Panel
- Outreach and engagement of stakeholders leading to the preparation of Salinity Management Plan
 - Cal EPA
 - DWR
 - DPH
 - Food and Ag
- Engage / utilize / develop “Central Valley Salinity Coalition” with membership of as many as 25 participants with \$200,000 to a \$3 mil budget
- Continue and ensure collaborative approach effort (win/win)
- Salt “Seal of Approval”
- Inject salinity into ACWA / CWEA / CASA / CVCWA and other agencies

- Industry groups
- List
- California Water Plan
 - Outreach at IRWM
 - Guideline comments
 - Education
- BMP list / economically responsible
- Library
 - Informational fact sheets for specific salt audience
- Salt tour – Stakeholder

Next Year – Short Term – Items for the committee to work

- Public Summit
- Stakeholders engagement / Salinity Management Plan implementation
- Inject salinity into other agencies
- IRWR
 - Outreach
 - Guidelines comments
- Workshops at next year’s California Teacher’s Association

Other comments:

- Opportunity: Salinity Management Plan (as required by the Recycled Water Policy)
- Reminder of the committee’s original goal to engage stakeholder’s participation
- Have some fact sheets ready for the next forum
- Residential awareness should connect to the bigger problem
- Being passionate on the issue

Parking Lot Issues

1. Research Funding for Study of Faster Low Salt cooking methods to reduce salt and cooking focused on food processing and other industries
2. Improve outreach to other Committees
3. When the State Board rolls out recycling policy ensure better Outreach and Education efforts.

4. When New NPDES Permits are complete, consider Public Information requirement in addition to the source survey and program participation requirements.
5. Create a background documentary on the history of Salinity and its impacts of water, society and the economies. An Australian Website has this information. Cathy can provide the website

Next meeting 9:30 am 9/15/08

Proposed agenda:

- Review Strategic Planning Documentation and Scope
- Year 1 efforts, longer term efforts to develop
- 10 Things you can do
- Logo review/approval
- Video Documentary Distribution and Viewers Guide