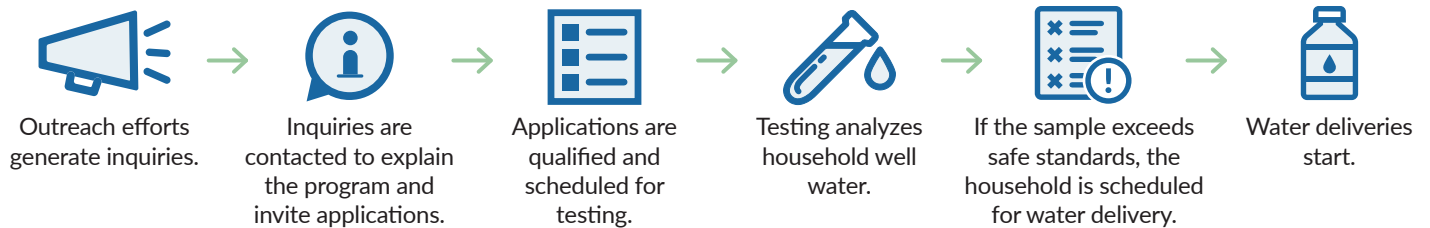


CV-SALTS Nitrate Program Progress & Results

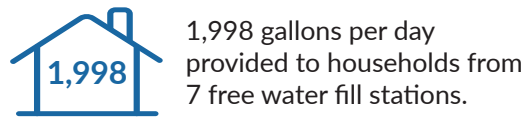
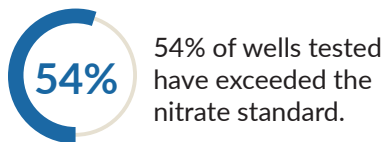
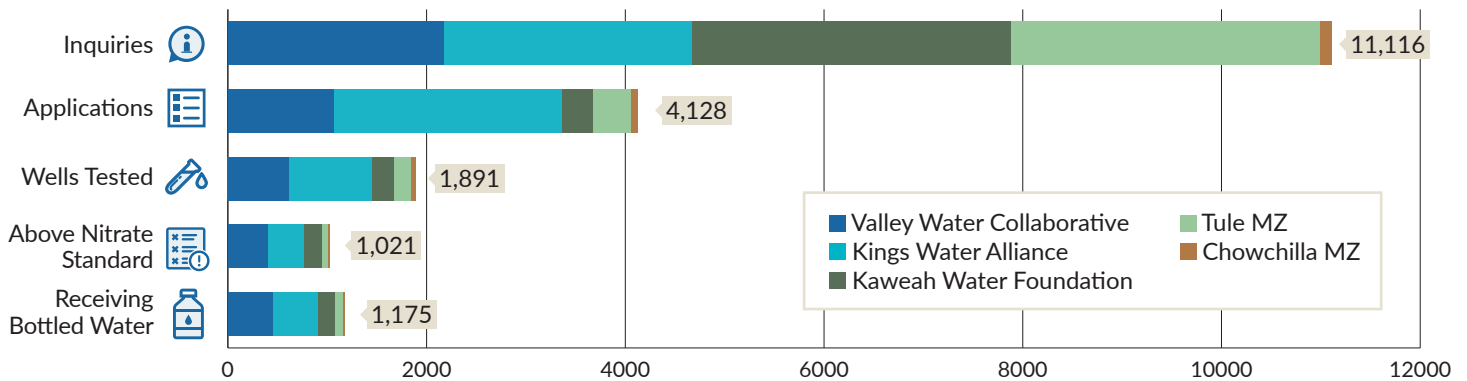
PROGRAM GOAL

Provide safe drinking water to households whose wells exceed nitrate standards.

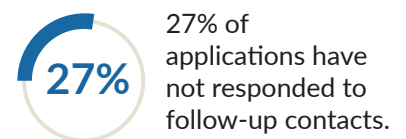
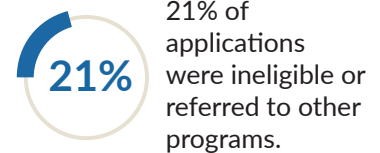
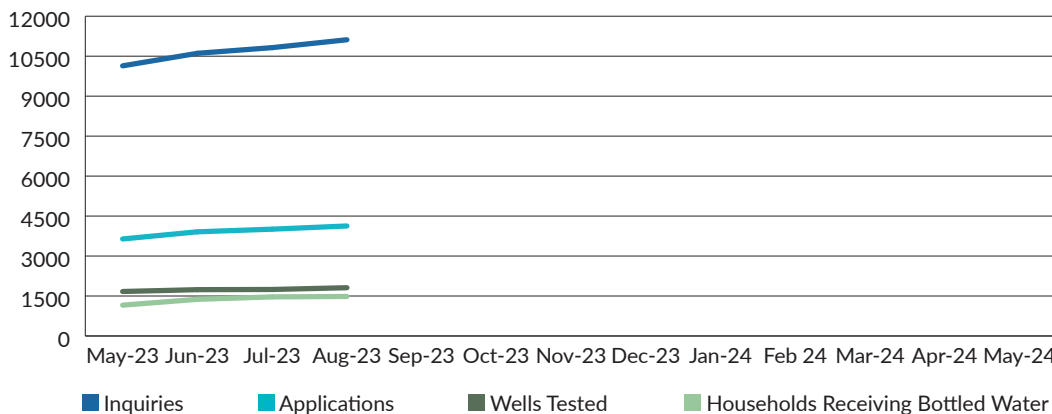
Households Processed for Bottled Water Deliveries



Cumulative Totals Since May 2021



Bottled Water Program Participation



YEAR 3 OUTREACH ACTIVITIES

May 2023 to August 2023

Active Management Zones submitted Early Action Plans in 2021 for providing safe drinking water to households affected by high levels of nitrate in groundwater. Since then, Management Zones have been conducting community outreach and engagement to inform residents about the program, test private wells, and provide bottled water where needed.



ACTIVE MANAGEMENT ZONES

- Valley Water Collaborative
- Chowchilla Management Zone
- Kaweah Water Foundation
- Kings Water Alliance
- Tule Management Zone



POSTCARD & FLYERS

Management Zones use direct mail and door-to-door flyer distribution to get program information to potentially affected households. Rural areas pose a particular challenge for door-to-door efforts.

5
campaigns

41,992
household contacts



PROMOTION

Management Zones use radio, television, newspapers, road signs, and social media to describe and promote the program.

104
placements

7,204
impressions



MEETINGS & EVENTS

Management Zones hold in-person and online community meetings to describe the program and encourage applications.

15
events

405
participants



WEBSITES

Each Management Zone manages a website as an information source and means for residents to apply.

2,903
website visitors

457
online applications



ONE-ON-ONE DISCUSSIONS

Management Zones talk individually with residents at street events, door-to-door, and by phone to answer questions, follow-up on applications, and encourage participation.

487
events / activities

5,388
contacts