

Memorandum

To: Salton Sea Authority Board of Directors
From: G. Patrick O'Dowd, Executive Director /GM
Date: March 21, 2024

Re: NLPDP Regional Outreach

The North Lake Pilot Demonstration Project (NLPDP) team is working on a detailed outreach and engagement plan for the project as it moves forward into design and future construction phases. In conjunction therewith, it was considered important that the effort not only presents the project for its vast benefits to the local community, but also highlights its relationship to the Salton Sea Management Plan, including its Proposition 68 funding. To accomplish this we are exploring a possible bifurcation of scope so that the work specific to the NLPDP would be funded through the Prop 68 funding, in part via the DUDEK contract (as outlined therein), and the broader effort to reflect that the project to highlight the project's relationship to the State's SSMP program, funded under the Authority's contract with the state for Outreach, Engagement, and Education. This would require advanced approval from the state, and may be problematic given the pending expiration of that contract (unless extended). We are working with Riverside County, Dudek, and CV Strategies (the public relations firm that was part of the original DUDEK RFP) to develop a budget for this effort, segregating costs as discussed, for consideration by CNRA.