

Memorandum

To: Salton Sea Authority Board of Directors
From: G. Patrick O'Dowd, Executive Director/GM
Date: June 20, 2025
Re: **Education, Outreach and Advocacy**

On September 12, 2024 this board [approved an agreement with CV Strategies](#) to facilitate the Authority's local, regional and legislative outreach, while acting as a liaison for the Salton Sea Authority to engage media, residents, elected officials and stakeholders with accurate information and meaningful interaction. And while the original assignment expanded due to a broadening understanding of the Authority's work and contribution to the community and region, the [draft outreach plan was presented to the board via video on March 20, 2025](#), with remaining items therein identified. The plan includes identification of (and the board was provided in initial draft form) [key messages](#), the development of collateral [leave behind](#) materials, and [a timeline for the implementation of the plan](#). That material has since been refined based on feedback received and is in what we believe is in final form.

But because of the expanded scope the original CV Strategies contract amount has been fully exhausted. In order to complete this exercise and lay the foundation of the work ahead, including the implementation of efforts to properly educate and inform the public on the feasibility study, the conservancy, and other Salton Sea issues, we are requesting that CV Strategies be authorized to continue their work based on the contract billable amounts in the agreement, not to exceed an additional \$7,000. These funds are fully budgeted and available to facilitate this additional work.

In addition, to provide for other outreach, education, and communications services of the Authority while we work with our state and federal partners on more detailed plans by effort (feasibility study, conservancy) and work to refine funding sources (Prop 4, stakeholder support), we are requesting that CV Strategies be engaged for an initial period of six months to support staff's effort in broadly refining our communications footprint. This work will involve but not be limited to refreshing the website, coordinating with staff on meetings and tours, developing press releases and media engagements, and other time sensitive efforts necessary to stay in front of fast moving Salton Sea and related issues.

Recommendations:

- a. Authorize an amendment of the initial CV Strategies agreement to provide an additional \$7,000 to cover services authorized by staff based on the pricing structure in the original contract; and
- b. Authorize staff to enter into a six month agreement with CV Strategies for public relations support, with a cost not to exceed \$5,000 per month.

Both items a. and b. are budgeted expenses.

	Start	End	2025												2026						Estimated	
			Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Investment	Hard Costs	
Key Parallel Milestones																						
Feasibility Study	10/01/23	09/30/31																			\$0	\$0
Scoping	10/01/24	06/30/25																			\$0	\$0
Future Conditions	07/01/25	12/31/25																			\$0	\$0
Final Array Check Point	01/01/26	01/30/26																			\$0	\$0
Alternatives Analysis	05/01/26	09/30/26																			\$0	\$0
Conservancy	01/01/25	12/31/27																			\$0	\$0
Plan for Implementing	03/03/25	09/30/25																			\$0	\$0
Board Setup	06/01/25	12/31/25																			\$0	\$0
Salton Sea Management Program	01/01/25	12/31/28																			\$0	\$0
North Lake Demonstration Project	01/01/25	12/31/25																			\$0	\$0
Desert Shores	01/01/25	12/31/25																			\$0	\$0
Public Health & Safety	01/01/25	12/31/25																			\$0	\$0
Convene all public agencies responsible for health and safety	01/01/25	07/31/25																			\$0	\$0
Ensure Salton Sea potential health risks are understood and addressed	01/01/25	12/31/25																			\$0	\$0
Community Revitalization Opportunities	01/01/25	12/31/25																			\$0	\$0
Identify Core Needs	01/01/25	07/31/25																			\$0	\$0
Foundational Elements																						
Strategic Planning Process	07/01/25	12/31/25																			\$23,010	\$0
Photography Assets	03/06/25	03/06/25																			\$9,750	\$0
Key Messages	03/20/25	03/20/25																			Complete	\$0
Message Deck	03/20/25	03/20/25																			Complete	\$0
Media Kit	03/21/25	03/21/25																			Complete	\$0
Website Update	07/01/25	08/31/25																			\$7,800	\$0
Video Assets (Drone & General Footage)	04/02/25	04/02/25																			Complete	\$0
Tour Script Options	07/01/25	07/31/25																			\$1,560	\$0
Spokesperson Training	07/01/25	07/31/25																			\$3,900	\$0
Organizational Visibility																						
Community Event Attendance	09/01/25	07/01/26																			\$123,045	\$185,000
Proposed Sponsorships	08/01/25	06/30/26																			\$11,700	\$0
Produce Video Series	10/13/25	12/10/25																			\$1,950	\$0
About the Salton Sea Authority	10/13/25	12/10/25																			\$29,250	\$0
Understanding the Feasibility Study	10/13/25	01/14/26																			\$0	\$0
Salton Sea History	10/13/25	02/17/26																			\$0	\$0
Salton Sea Projects Overview	10/13/25	03/17/26																			\$0	\$0
Salton Sea Conservancy	10/13/25	04/08/26																			\$0	\$0
Public Health & Safety	10/13/25	05/12/26																			\$0	\$0
Local Media Investment	01/01/26	06/30/26																			\$0	\$0
KESQ Weather Sponsorship	12/01/25	05/29/26																			\$7,800	\$0
NBC Salton Sea Spotlight	07/01/25	07/31/26																			\$975	\$30,000
Imperial Valley Press Quarterly Column	07/01/25	07/01/26																			\$11,700	\$30,000
Pocial Geo-targeted Digital Campaign	07/01/25	06/30/26																			\$18,720	\$24,000
Billboard Series - Along I-10, I-8 & HWY 86	01/01/26	07/01/26																			\$15,600	\$50,000
Enhanced Social Media Presence	01/01/26	06/30/26																			\$5,850	\$50,000
Direct Community Outreach																					\$19,500	\$1,000
Semi-Annual Council Meeting Updates for each city in the Region	06/01/25	07/01/26																			\$52,650	\$15,000
Board Meeting Awareness Micro-Campaign	07/01/25	06/30/26																			\$1,950	\$0
Community-led Rebrand Effort	07/01/25	11/15/25																			\$4,875	\$0
Quarterly E-Newsletter	07/01/25	07/01/26																			\$11,700	\$5,000
Open Houses in Locations across the Region	07/01/25	10/24/25																			\$7,800	\$0
Leadership Coachella Valley Partnership	07/01/25	02/28/26																			\$7,800	\$4,000
Imperial Valley College Student Engagement	08/11/25	07/01/26																			\$1,950	\$0
Host Family-friendly Community Events	02/28/26	05/29/26																			\$1,950	\$0
Sponsorships Secured	02/28/26	05/29/26																			\$11,700	\$6,000
Key Community-centric Locations Identified	02/28/26	05/29/26																			\$1,950	\$0
Media Engagement																					\$975	\$0
Press Release - At least one per month	04/01/25	07/31/26																			\$26,325	\$0
Media Tour	11/10/25	11/28/25																			\$23,400	\$0
Editorial Board Meeting	01/01/26	01/30/26																			\$1,950	\$0
Local, Environmental & Social Justice Partner Building																					\$975	\$0
Identify List of Critical Partners	03/31/25	03/31/25																			\$19,305	\$0
Establish regular one-on-ones	04/01/25	04/30/25																			\$975	\$0
Offer Tour Training	05/01/25	05/30/25																			\$7,800	\$0
Create Salton Sea Authority Leadership Certificate Program	01/01/26	01/30/26																			\$4,680	\$0
Develop Authority Leadership Alumni Annual Gatherings	01/01/27	01/29/27																			\$3,900	\$0
Legislative Resources																					\$1,950	\$0
Legislative Handout	02/28/25	03/06/25																			\$20,000	\$0
Legislative Tours	03/08/25	06/30/26																			Complete	\$0
Legislative One-on-Ones	03/08/25	05/30/25																			\$10,000	\$0
Legislative One-on-Ones	03/08/25	05/30/25																			\$5,000	\$0
Legislative One-on-Ones	03/08/25	05/30/25																			\$5,000	\$0
Estimated Costs																					\$5,000	\$0
																					\$264,335	\$200,000