

Guidance to Facilitate Outreach to Other Permitted Dischargers within a Proposed Management Zone Boundary

Purpose: A critical, but challenging early step in the development of a Preliminary Management Zone Proposal, is to identify permitted dischargers within a proposed Management Zone boundary who are interested in becoming a Management Zone participant. This guidance provides a step-by-step approach to identify these dischargers within a defined boundary.

Note: Prior to implementation of these steps it is recommended that the Central Valley Water Board be consulted to determine how they can assist with the implementation of these steps. It may be possible to skip parts or all of steps 2 and 3.

Step 1: Identify the coalition that represents the owners and operators of irrigated lands in your area

Owners and operators of irrigated lands are regulated under the Irrigated Lands Regulatory Program (ILRP) and are represented by a third party coalition. Under the Nitrate Control Program, the Notice to Comply (NTC) will be sent to the coalition rather than to individual growers. Table 1 identifies the coalitions in each of the Priority 1 groundwater subbasins and how to contact them.

Table 1. Central Valley ILRP Coalitions in Priority 1 Areas

| Priority 1 Groundwater Subbasin | ILRP Coalition | Contact |
|---------------------------------|--|---|
| Modesto | East San Joaquin Water Quality Coalition, www.esjcoalition.org | 1201 L Street, Modesto, CA 95354. 209-846-6112. Contact: www.esjcoalition.org/#contact |
| Turlock | | |
| Chowchilla | | |
| Kings | Kings River Water Quality Coalition, www.kingsriverwqc.org | P.O. Box 8259, Fresno, CA 93747. 559-365-7958; Email: info@kingsriverwqc.org or website form: www.kingsriverwqc.org/contact/ |
| Kaweah | Kaweah Basin Water Quality Association, www.kaweahbasin.org | P.O. Box 2840, Visalia, CA 93279; 559-302-1620; Email: admin@kaweahbasin.org |
| Tule | Tule Basin Water Quality Coalition, www.tbwqc.com | 324 S. Santa Fe St. Visalia, CA 93292; 559-733-2948; Email: info@tbwqc.com or website form: www.tbwqc.com/contact/ |

Step 2: Query the California Integrated Water Quality System (CIWQS) Project Database to identify other permitted dischargers within the proposed Management Zone boundary

Complete the following actions to create a list of permitted dischargers:

- Access CIWQS: https://www.waterboards.ca.gov/water_issues/programs/ciwqs/publicreports.html.
- Scroll down to “Facilities Reports” and click on “Interactive Regulated Facilities Report.”
- Select the option to search by County; within the County box highlight any relevant counties.

- Scroll down and click on “Run Report”. The total number of regulated facilities by County and type is provided in the bottom right corner of the table.
- Click on the total number facilities (bottom right of table) to view a list of the first page of regulated facilities; click on the option to “Export This Report to Excel.” Save the file as an Excel file.
- Within the Excel spreadsheet, sort by “Place/Project Type” and “Order No.” Numerous facility types will be included. This list should be divided into three parts:
 - *List of Applicable Dischargers* – These facilities are expected to receive a NTC. This list should include the following facility types: Animal Feeding Facilities, Aquaculture/Hatchery, Food Processing/Food Processor, Mobile Home Park, Power Plant, Recycled Water Use Area, Rendering, Wastewater Treatment Facility, and Winery.
 - Note that the “Animal Feeding Facility” Place/Project Type includes three different types of facilities regulated by separate Orders: Dairies (R5-2013-0122); Poultry Farms (R5-2015-0087); and Confined Bovine Feeding Operations (R5-2017-0058).
 - *List of Non-Applicable Dischargers* – Facilities that did not receive a NTC under the Nitrate Control Program. At a minimum, this list should include all of the following permit types: Construction, industrial; dredge/fill, habitat restoration area, and waterway/shoreline mod site.
 - *Potential Discharger List* – These are the remaining facilities that may have received a NTC with the Nitrate Control Program (subject to the Central Valley Water Board’s discretion).

The outcome of the above filtering process is an Excel spreadsheet with the three lists of known permitted dischargers within the area searched.

Step 3: Finalize List of Applicable Dischargers with Central Valley Water Board staff

It is recommended that the List of Applicable Dischargers and Potential Discharger List be sent to the Central Valley Water Board for review for two reasons: (a) Verify the CIWQS database generated lists are consistent with the list of permitted dischargers sent a NTC in the area; and (b) Identify which facilities on the Potential Discharger List should be included on the List of Applicable Dischargers. The outcome will be a final List of Applicable Dischargers for the searched areas. Any remaining dischargers on the Potential Discharger List should be combined with the List of Non-Applicable Dischargers and set aside.

Step 4: Identify permitted dischargers within the proposed Management Zone boundary

The information downloaded in Step 2 includes GIS coordinates for each permitted discharger. Using GIS tools separate the List of Applicable Dischargers into two parts:

- *Dischargers located within the proposed Management Zone boundary* – This “Management Zone Master List” will be the primary focus of outreach efforts for the Management Zone.
- *Dischargers located outside of the Management Zone boundary* – It is recommended that this list of remaining permitted dischargers from the searched area be sorted to identify which

dischargers are located near (e.g., within five miles) of the Management Zone boundary. Outreach to some of these dischargers may be necessary during development of the Management Zone if it is determined that their activities have the potential to impact Management Zone implementation.

For the resulting Management Zone Master List, it is recommended that the the list be separated into two parts: (a) Permittees subject to a General Order (i.e., dairy, confined bovine feeding operation, and poultry farm) for use in Step 5; and (b) permittees subject to an individual WDR for use in Step 6.

Step 5: Conduct outreach to dischargers permitted under a General Order

It is recommended that outreach to these types of dischargers include two activities:

- Outreach to entities that represent the interests of many dischargers subject to a General Order, e.g., for Dairies, reach out to Dairy Cares
- Direct mailout to each permitted discharger identified in the Management Zone Master List generated under Step 4 (If there is an entity representing a group of dischargers, this mailout should be coordinated with that entity).

Through either mechanism, the Management Zone should be prepared to share the following information through the outreach effort:

- Requirements of the Nitrate Control Program;
- Potential compliance pathways available to the dischargers when responding to the NTC;
- Basis for the proposed Management Zone;
- Requirements to participate in the Management Zone as the elected compliance pathway;
- Options for how the permitted discharger may participate in the Management Zone, including an invitation to participate in Management Zone meetings; and
- Contact information to obtain additional information, if necessary.

Step 6: Conduct outreach to permitted dischargers with an Individual WDR

Outreach to these dischargers requires identification of a point of contact. It is recommended that initial contact with an individual permitted discharger be made via telephone. Be prepared to follow-up a telephone call with written information sent by email. If unable to contact someone by telephone or email, it is recommended that a letter be sent with all the relevant information about the proposed Management Zone (see list of recommended materials above).

Identification of an appropriate point of contact can be obtained by consulting various sources. Following is a list of these sources in no particular order (it may be necessary to consult multiple sources to identify the best contact):

CIWQS Database

- Access CIWQS: https://www.waterboards.ca.gov/water_issues/programs/ciwqs/publicreports.html.
- Scroll down to the “Facilities Reports” and click on “Facilities-At-A-Glance”

- Enter the facilities name as shown under the “Agency” column on the Management Zone Master List and click on Run Report
- Click on the Place ID number for the best option of the facilities listed to review the facility information. There will often be other hot links that take you to screens that provide potential contacts at the facility. Note: Often the contact information is out of date in this database, especially the person’s name, but the associated telephone and/or email information for a facility can be helpful.

Facilities Website

Many facilities have a website that may provide information on who to initiate contact with for more information about the facility. When calling a facility, ask for the person responsible for implementing the facility’s WDR.

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If not already obtained, e.g., through Step 3, find out where/who the NTC was mailed to at each facility.

Other Sources of Information

Some permitted dischargers are members of organizations associated with the facility type. For example, food processors may be members of the California League of Food Producers and wastewater facilities may be associated with the Central Valley Clean Water Association. These organizations may be of assistance when trying to identify who to contact at a particular permitted facility.

Step 7: Document all outreach activities

Document all outreach activities to individual dischargers and dischargers permitted under a General Order - even if the outreach resulted in no response. This information should be included in the Preliminary Management Zone Proposal as part of the documentation to show how the proposed Management Zone conducted outreach in the area.