

# Central Valley Salinity Coalition/CV-SALTS

## Workshop Development Plan

Updated August 10, 2018

### Overview

With the Basin Plan amendment process moving forward, the CV-SALTS Public Education and Outreach Committee (PEOC) recommends that a workshop be developed aimed at informing all sectors of regulated dischargers about CV-SALTS, the recommended regulatory changes that are coming, and the steps to implement the Central Valley Regional Water Quality Control Board (Regional Board) new nitrate and salt regulations. The workshop is intended as an early education opportunity in late 2018 before regulatory actions begin in 2019. The workshop is targeted at regional leaders and interested regulated entities to begin learning about and planning for new management actions and collaborative compliance in the high priority nitrate areas.

### Basin Plan Amendment Approval Timeline – latest update (subject to change)

- State Water Board action: March 2019
- Office of Administrative Law (OAL): June 2019
- Groundwater actions begin: June 2019
- US EPA action (surface waters): September 2019
- Full implementation for all elements of CV-SALTS: December 2019

Once approved, the Regional Board would mail notifications to dischargers in the six high priority basins and subbasins that include Kaweah, Turlock, Chowchilla, Tule, Modesto, and Kings.

### Workshop Goals

The workshops would provide:

- Overview of the nitrate problem, regulatory goals, and priorities.
- Concise overview of the two pathways for nitrate compliance under the new regulations – Management Zone or Individual.
- Information about the steps and timing that are required under each compliance choice.
- Resources for forming Management Zones.
  - Information about grant funding opportunities for the formation of Management Zones.
  - What else can be provided?

A **clear call to action** and specifics as to what an attendee can do after the workshop must be developed.

### Workshop Locations

Two workshops are envisioned to encompass the six high priority areas to provide a preview of what is coming in the future. One workshop would be held in the **Tulare** to cover the Kaweah, Tule basins and subbasins. Another workshop would be held in the **Modesto** to cover the Turlock, Chowchilla, Modesto basins and subbasins. As to which workshop will be held first, the identification of suitable location will be the determining factor.

Refer to the document with the file name: **Summary of Meeting Location Costs and Capacity**

### Workshop Duration

Under discussion, some think 2 hours will be sufficient and other prefer a half-day.

## Workshop Audiences

Two audience sectors are included:

(1) Farmers/Growers and other industry dischargers (oil and gas, municipal, food processing, dairy) that need to be oriented to CV-SALTS. Invited participants would include regulated permittees across all industries:

- Irrigated agriculture
- Dairies
- Publicly operated wastewater treatment systems
- Oil and gas
- Food processors

(2) Water resource leaders already connected to CV-SALTS and other related programs such as SGMA. These leaders are an important audience to educate about the future for GW quality regulation and an important resource to help explain how collaborative compliance can work effectively. These other participants could include:

- Groundwater Sustainability Agencies
- Municipalities and drinking water providers
- County public health departments
- Environmental justice advocates and DAC representatives

## Workshop Structure/Format

With the two audience sectors (noted above) present, the workshop would review for both audience sectors what is coming, then provide a discussion, by example, of how a high priority area would use the new regulations. Focus on what should/could a Management Zone look like through example as we won't know how it works until someone tries to form one.

The general workshop format has three components:

1. Orientation to the CV-SALTS process, Basin Plan Amendments, and coming regulations and requirements by the CVSC/CV-SALTS regulatory leaders and specialists.
2. Moderated panel discussion among water resource leaders, informed/engaged leaders from regulated industries, and the Regional Board to discuss how to prepare for collaborative compliance and how it can work most effectively.
3. Next steps, available resources, and call to action provided by leaders from CVSC, the region, and Regional Board. What is next, what does someone do that is in a high priority area? What resources can we leave people with?

Each of the 3 segments would include time for audience questions and discussion. No breakout sessions would be planned.

Who are the panelists that we want to lock in for the workshop?

- Who are the CVSC experts and specialists?
  - Daniel Cozad, CV-SALTS
  - Tim Moore, Drinking Water, Nitrates, and the changes in regulations
  - Tess Dunham, Management Zones
  - Others?
- Who are the regulated industry leaders for the panel?
  - David Cory, CVSC
  - Others from the target regions?
- Who are the regional leaders in each of the two areas:
  - GSA leaders
  - Drinking water providers

- DAC representative
- Others?
- Who will represent the Regional Board?
  - Patrick Pulupa, Executive Officer, CV Water Quality Control Board
  - Others?

We need someone who can walk through, in simple terms, how the formation of a Management Zone might work in a given high-priority area; this should be as “real” and on the ground as possible – presenting a real-life example of how people could come together. Could Tulare be the example area and Parry and a GSA person do this jointly?

To develop this example and a clear call to action, planning and preparation for the workshop should include pre-workshop meetings and discussions among the regional and CVSC leaders to flesh out some details on how the management zones would form and develop. These pre-workshop meeting could/should focus on parties ready and willing to apply for available grant money to form first management zones.

### Leadership and Sponsorship

The **planning team should identify and confirm the workshop leadership** (in addition to the planning team) who can be the names identified as hosts inviting participation. The planning team should also **consider sponsorship** to increase promotion of the event and offset workshop costs.

### Notification/Announcement

Announcements and invitations would be distributed from CVSC (with leadership names for credibility) through existing regulated industry networks in the target regions. Additional work may be needed with planning partners to identify other interested individuals and organizations in each region. **A work team is needed to plan and implement notification.**

### Video – estimate is \$6500 to \$8000

The video specialists are recommending a very short piece of less than 2-minutes. This is based largely on the short attention span that people have today. The 2-minutes would feature interviews with 4 speakers (along the lines of Daniel, Tess, Tim, and David Cory) giving very brief scripted soundbites that, combined, have a clear call to action (pay attention, get involved, visit CV Salts website for more info). They would also add some relevant b-roll, music, and titling.

The interviews would take place the same day as one of the workshops. The website will need a new custom landing page with specific information to play off the soundbites.

### Workshop Planning Timeline

July and August 2018 – Planning conference calls with key players (including Daniel Cozad, Parry Klassen, J.P. Cativiela, Nicole Bell, David Cory, and any others identified as essential) to establish workshop goals, structure, and agenda.

August 2018 – **Set dates and locations. Identify panel presenters.** Work with Regional Board staff and leaders in priority areas to develop notification and invitation process. Establish budget and funding for the workshops. Confirm dates and locations.

August/September 2018 – prepare workshop presentation outlines, slide sets/videos, and other materials. Develop invitation list and detailed notification plan. Develop workshop documentation/video plan.

September 2018 – issue a Save the Date to participants.

October 2018 – invite participants.

November – Reminder to invited participants.

December/January 2018/2019 – workshops.