

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, August 14, 2018 from 3:00 PM to 4:00 PM**

Location: Teleconference Only

Conference #: (641) 715-3580 Code: 279295#



Agenda

1. Welcome and Introductions

2. Approval of [June 21, 2018 Meeting Notes](#)

- 3. Outreach Matrix Update – Mary and Charles**
- Review Documented Activities and Feedback
 - [Outreach Tracking](#)
 - Press and broader outreach

4. Discussion of Action Items for Workshops being Planned – Mary/Charles

- [Updated Workshop Plan 8/8/18](#)
- [Workshop Action Items for Discussion](#)
- [Calendar of Meeting and Meeting Location Availability](#)
- [Summary of Meeting Location Costs and Capacity](#)

5. Discuss material/product needed – All

- Updated Outreach Brochure Timeline
- Update on Video Clips – link to video segments below
https://www.dropbox.com/sh/e82p41ap3pdn71w/AADpeHr_icl6l99m4uQogroha?dl=0

6. Recap Next Steps and [Set Next Meeting](#)

7. Adjourn

One or more Central Valley Regional Water Quality Control Board members may attend.

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: June 21, 2018 from 3:00 PM to 4:00 PM

Participants: Charles Gardiner, Glenn Meeks, Cristel Tufenkjian, Mary Currie, Daniel Cozad, J.P. Cativiela, Parry Klassen, Walt Plachta, Nicole Bell (Chair)

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the April 3, 2018 Meeting

- Cristel Tufenkjian moved, and J. P. Cativiela seconded, and by general acclamation the April 3, 2018 Meeting Action Notes were approved.

Item 3: Outreach Matrix

- Mary Currie provided an update on the outreach activities being captured in the matrix. Only a few items had been entered since the last meeting, and no items so far in the month of June.
 - A request was made to add a notation to the form reminding users that it works best using the Chrome browser.

Item 4: Review Updated Outreach Strategy for 2018-2019

- The committee discussed the updated [Workshop Development Plan \(6/10/18\)](#). Some of the suggestions from the committee:
 - Include leaders of the EJ community and boards of the DACs in the “Workshop Audiences.”
 - Form a steering committee for workshop development going forward. Identify key area participants for the steering committee.
 - Split the development into Logistics and Content phases.
 - Charles and Mary will schedule a conference call with those identified as key steering committee participants and begin work on logistics (who/where/venue/timing).

Item 5: Discuss material/product needed.

- The committee discussed whether the timeline in the brochure should be revised to reflect the current estimated timeframe for adoption and implementation. A suggestion was made to just revise the timeline on the copies of the brochure posted on the web site.
 - Mary will revise the brochure timeline and forward to Daniel and Nicole for finalization.
- The committee discussed the video footage logs created by Mary from presentations done by Tim Moore and Tess Dunham. It was decided to begin with the \$600 estimate to produce a short video, using the Tim Moore portion of the presentation.
- It was suggested that [Tess Dunham’s May 9, 2018 PowerPoint presentation to CVWCA](#) be converted to a CV-SALTS template and posted to the web site for public access. Daniel will confirm with Tess regarding CV-SALTS use of the content. Mary and Charles will convert to the new template.

Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting will be Tuesday, August 14th.

Item 6: Adjourn

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.

August 10, 2017

PEOC Members:

A workshop planning group met via conference call on July 13. As a result, we are going forward with planning two workshops, one in Tulare and one in Modesto. Refer to the attached Workshop Plan and Workshop Logistics and Budget files for additional details.

On the August 14 PEOC call, we are seeking action on the following items to keep things moving in a timely manner:

1. [Confirm general workshop structure and format.](#)
Currently, the group was thinking 2 hours with panel presentations.
2. [Lock in dates and locations for each workshop;](#) refer to the attached Workshop Calendar file. The recommendations are:

Tulare available dates and locations:

December 11, 12, 18, 19 (Tuesdays and Wednesdays), Tulare Veteran's Memorial, **seats 600 for \$400 plus insurance.**

Tuesday, December 11, International Ag Center, seats 1000 for \$1000 (they've offered a reduced price from \$1500) plus insurance

Modesto available dates and locations:

January 7, 8, or 9: Modesto Junior College Auditorium, **seats 792, \$175/hour plus one junior tech at 13.50 per hour.**

3. [Select the Desired Panelists and Lock them in for the dates and locations chosen.](#)

Before making the final arrangements for securing the locations on the dates selected, we need to be sure that the desired panelists are available.

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?**
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4. Confirm video documentation approach. The cost 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.

November

2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 CV-SALTS Yellow Salty International Agri-Center is AVAILABLE	6 Election Day	7 TULARE Veteran's Memorial available But there is an ILRP Meeting 9 am to noon	8 Dairy Cares & Dairy EJ Fund Jt Meeting in Modesto; Annual WSPA meeting Christine Z not available	9 Annual WSPA mtg so Christine Z not available	10
11	12 International Agri-Center is AVAILABLE Dairy Sustainability Alliance (JP attending out of state)	13 Dairy Sustainability Alliance (JP attending out of state)	14 Dairy Sustainability Alliance (JP attending out of state)	15	16 CV-SALTS Executive Committee & Dairy Sustainability Alliance (JP attending out of state)	17
18	19	20	21	22 Thanksgiving	23	24
25	26 No locations available	27 ACWA Dairy Sustainability Summit	28 ACWA Dairy Sustainability Summit	29 ACWA	30 ACWA	
We can have <u>any</u> Tuesday or Wednesday at the Tulare Veteran's Memorial for \$400 if we provide insurance, <u>will seat 600</u> , can handle 1000 but we'd have to rent the extra chairs		International Ag Center in Tulare is offer us their location for <u>\$1000</u> rather than <u>\$1500</u> .				

December

2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Tulare International Agri-Center is <u>Available</u>	4 CFBF Conference Almond Conference	5 CFBF Conference Almond Conference ILRP Monthly Meeting (9am to Noon)	6 CFBF Conference Almond Conference	7 CFBF Conference	8
9	10	11 Tulare International Agri-Center is <u>available</u> , Tulare Veterans Memorial is <u>available</u> .	12 Tulare Veterans Memorial <u>available</u>	13	14 CV SALTS Policy or Admin Calls. 1 or 1:30 pm	15
16	17 Tulare International Agri-Center is <u>AVAILABLE</u> Citizens Advisory Group Mtg- Oil and Gas	18 Tulare Veteran's Memorial available	19 Tulare Veteran's Memorial available	20	21 Kings River WQC meeting (Cristel)	22
23	24	25 Christmas	26	27	28	29
30	31	New Years			We can have any Tuesday or Wednesday at the Tulare Veteran's Memorial for \$400 if we provide insurance, will seat 600, can handle 1000 but we'd have to rent the extra chairs	

January

2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 New Year's Day	2 ILRP Monthly Meeting maybe move to January 9 (9am to noon)	3	4	5
6	7 Modesto Junior College Auditorium is Available	8 Modesto Junior College Auditorium is Available	9 Modesto Junior College Auditorium is Available ILRP Monthly meeting may move to this date	10	11	12
13	14	15	16	17	18	19
20	21 MLK Day	22	23	24	25	26
27	28	29	30	31		

Tulare Options	Contact	Capacity	Cost	Availability
Veterans Memorial Building, 1771 Tulare Avenue, Tulare	Melissa 559- 686-3258	600 with the number of chairs that they have, we can rent more chairs and have up to 1000	\$400 plus we provide insurance	November 7, December 3, 11,12,18, 19
International Ag Center, 4500 S Laspina, Tulare	Holly Barnes-Derington 559-688-1030 ext 2016, fax 559-687-5697, cell 559-358-0164, holly@farmshow.org	Banquet Hall 650 theater style chairs; the Social Hall - 250 people for \$400	Banquet Hall is \$1500, but they've offered us \$1000 Plus we provide insurance	December 3 and 11
Energy Building	Not an option, no large meeting space			
Modesto Options	Contact	Capacity	Cost	Availability
Modesto Junior College, Auditorium	Marissa, 209-575-6271	792	\$175/hour, so @4 hours = \$700 , plus a junior tech at \$13.50 hour, Marissa thinks we can avoid the cost of a supervisor tech (\$52/hour)	Nov. is booked, Dec. booked thru the 17 th , and January 7, 8, 9 are open, after school starts Jan 14 th availability is super limited.
Stanislaus County Fairgrounds	http://stancofair.com/grounds-rentals/ 209-668-1333, ext 307, April is the contact	800 to 900 in building E1	\$1100 is the fee, plus we provide insurance, and we pay \$1.50 per chair, \$900 more for 600 chairs, or \$1200 more for 800 chairs – totals ranges from \$2000 to \$2300.	I did not get availability as the cost was so high
Stanislaus Building, County Ag. Center where Milk Advisory Board meets	Not an option as max capacity is 200			

Updated August 10, 2018

CV-SALTS Meeting Calendar

2018

1 January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2 February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

3 March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

4 April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

5 May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

6 June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

7 July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

8 August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

9 September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

10 October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

11 November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

12 December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Notes/Key

Light Red conflicts

Third Thursdays Where possible

Executive Committee Meetings

Policy or Admin Calls 1:00 or 1:30pm

Yellow Salty 5

Regional Board Workshops/Hearings

TAC Meeting

PEOC Committee