

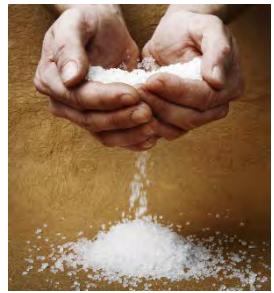
## CV-SALTS Public Education & Outreach Committee Meeting

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**When:** **Tuesday, September 18, 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 [August 14, 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**

- [Save the Date](#)
  - o [Process and Timeline for Distribution](#)
- [Draft of Workshop Program](#)
- [Preliminary Budget for Workshop](#)
- [New Estimate for Video of Workshop](#)

**5. Discuss material/product needed – All**

- Outreach Brochure with Updated Timeline now posted on web site
- Speaker for CLFP Agricultural Production Committee Meeting – 11/2 in Merced
- Draft [Overview of CV-SALTS Prioritization and Optimization Study](#)
- Update on Video Clips
  - o Approve for posting to web site
  - o Link to video clips:  
[https://www.dropbox.com/sh/e82p41ap3pdn71w/AADpeHr\\_icl6l99m4uQogroha?dl=0](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:** August 14, 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, Bruce Houdesheldt, Patrick Pulupa

### Agenda

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

#### Item 2: Approval of Minutes of the June 21, 2018 Meeting

- J. P. Cativiela moved, and Cristel Tufenkjian seconded, and by general acclamation the June 21, 2018 Meeting Action Notes were approved.

#### Item 3: Outreach Matrix

- Mary Currie provided an update on the outreach activities being captured in the matrix. A press release was distributed on a limited basis following the Regional Board approval of the Basin Plan Amendment on May 24<sup>th</sup>.
  - Two recent publications on the CV-SALTS effort:
    - By Water Education Foundation > [Vexed by Salt and Nitrates In Central Valley Groundwater, Regulators Turn to Unusual Coalition for Solutions](#)
    - By California Sun > [California's Soil is Getting Too Salty For Crops to Grow](#)

#### Item 4: Discussion of Action Items for Workshops Being Planned

- The committee discussed the decisions needed on action items for the [Updated Workshop Plan](#). Some of the feedback provided by the committee:
  - Overall the proposed format, flow and elements of the workshop look good.
  - The workshop should be a standalone event (not paired with any local meeting/event), with a duration of no longer than two hours.
  - The format will consist of 2 panels, or an Intro to CV-SALTS followed by panel. The second panel will reflect the local stakeholders/project leaders from the Modesto and Tulare areas.
  - A facility with a capacity of 200-250 should be enough. If possible put a temporary hold on a larger room at the same facility as a contingency for larger attendance.
- Charles and Mary will work with Nicole and Parry to confirm dates and logistics for the Modesto and Tulare area events.

#### Item 5: Discuss material/product needed.

- The committee discussed the estimate for production of a 2-minute informational video. The estimate was \$6500 - \$8000. Mary Currie will work with J.P. Cativiela's office to get a second estimate from a production company that works in the Central Valley.
- Daniel Cozad had received a request for a short description of the P&O Study that would be appropriate for public distribution. Committee members were not aware of any such description of the P&O Study, but agreed it was needed. Mary will work with Daniel to develop an overview document on the P&O.
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#### Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting will be Tuesday, September 18<sup>th</sup>.

#### Item 6: Adjourn

# Save the Date

## A Focus on New Nitrate Regulations... a Pathway Towards Safe Drinking Water Supplies

*December 12 in Modesto and December 13 in Tulare*

The Central Valley Salinity Coalition (CVSC) is hosting two workshops for local and regional municipal and industry leaders in all disciplines of water resource management. The workshops will provide an opportunity to learn more about the new Central Valley Regional Water Quality Control Board nitrate regulations<sup>1</sup> to protect and improve groundwater quality, while also ensuring safe drinking water supplies. Once the new regulations are approved by the State Water Board in 2019, a notice to comply would be issued to those subject to nitrate compliance located in high-priority areas that include the **Kaweah, Turlock, Chowchilla, Tule, Modesto, and Kings basins or subbasins.**

### Why Attend

All those involved in water quality and nitrate discharge compliance must come together to solve the nitrate management challenges in the Central Valley.

#### Attendees will:

- ✓ Gain a clear understanding of the new nitrate regulations;
- ✓ Learn about the requirements and timeline for compliance;
- ✓ Gain insight into creating management zones and how to get started; and
- ✓ Learn how leaders in your region are starting to think about management zones to improve efficiency and reduce costs for nitrate compliance.

### When and Where

**MODESTO: Wednesday,  
December 12, 2018:**

10 am to noon,  
Stanislaus County  
Harvest Hall,  
Multi-Purpose Room ABC,  
3800 Cornucopia Way,  
Modesto, CA

**TULARE: Thursday,  
December 13, 2018:**

10 am to noon,  
Energy Education Center,  
4175 South Laspina Street,  
Tulare, CA

### Register Now

TBD

### Who Should Attend

These workshops are being tailored specifically for local and regional leaders challenged by nitrate management in the high priority basins and subbasins (Kaweah, Turlock, Chowchilla, Tule, Modesto, and Kings).

- ✓ Municipal water supply managers and board members
- ✓ County and city staff including water resource and environmental health managers and planners
- ✓ Groundwater sustainability agency general managers and board members
- ✓ Irrigation district managers and board members
- ✓ Irrigated Lands Resource Program (ILRP) leaders
- ✓ Dairy industry leaders
- ✓ Food processing industry leaders
- ✓ Disadvantaged community advocates
- ✓ Clean water organization advocates

Local and regional leaders from organizations and associations such as:

- ✓ Association of California Water Agencies
- ✓ California Water Association
- ✓ California Municipal Utilities Association
- ✓ California Rural Water Association
- ✓ California Farm Bureau Federation
- ✓ California Association of Sanitation Agencies

<sup>1</sup> The new nitrate regulations are the result of the Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS) initiative.



# Workshop Notification and Registration Process and Timeline

September 11, 2018

## Save the Date

**Goal:** Distribute Save the Date to key leaders by **October 1, 2018**, providing more than 2 months lead time.

### **Process:**

1. Catalyst to provide the **Save the Date** for email distribution.
2. PEOC to review content and message of the **Save the Date**.
3. Daniel (?) to distribute the **Save the Date** to Executive Committee members and PEOC members (and others?) with a request that each person:
  - o Target leaders that they know or that they think should be invited from their organizations email list
  - o Email the **Save the Date** to the leaders that they target on or about October 1
  - o Keep track of those that they send the Save the Date to via email so a second invite/reminder can be sent as we get closer to the workshop dates.
3. Catalyst can send the **Save the Date** directly to the various organizations listed under the “who should attend” section and ask that they send it to their members.
4. Tracking and sharing who invites who would be time consuming, so some people may get duplicate invites.

### **RSVP/Registration:**

Catalyst will set up an **Eventbrite account** for each workshop and add that info to the **Save the Date** before it goes out.

## Second Invite/Reminder

**Goal:** Widely distribute a **Workshop Invite** to key leaders on or about **November 15, 2018**, providing nearly 1 month lead time.

### **Process:**

1. Catalyst to provide the **Workshop Invite** for email distribution.
2. Daniel (?) to distribute **Workshop Invite** to Executive Committee members and PEOC members, and others with a request that each member:
  - o Email the Workshop Invite to the same people they sent the Save the Date to
3. Catalyst can send the **Workshop Invite** directly to the various organizations listed under the “who should attend” section and ask that they send it to their members.
4. Tracking and sharing who invites who would be time consuming, so some people may get duplicate invites.

## Preliminary Program

### *Modesto Program*

- 9:30 am        Doors open, registration begins
- 10:00 a.m.    **Welcome** by David Cory, Chair, Central Valley Salinity Coalition and Daniel Cozad, Executive Director, Central Valley Salinity Coalition  
Dave and Daniel will set the stage for the discussion. Brief history and purpose of the CVSC and CV-SALTS and purpose of the discussion.
- 10:10 to  
10:50 a.m.    **CV-SALTS and New Nitrate Regulations Coming in 2019**  
Timothy Moore, Risk Science, Denver, Colorado. Tim is an expert in the water quality and nitrate challenge in the Central Valley and helped guide development of the CV-SALTS Salt and Nitrate Management Plan.  
Tess Dunham, Somach, Simmons & Dunn, a leading water quality attorney and contributor/reviewer of the CV-SALTS Salt and Nitrate Management Plan.  
These experts will explain, in simple terms:  
  1. What is CV-SALTS and how has it helped shape new regulations?
  2. What is the new Salt and Nitrate Management Plan?
  3. What are the new requirements and how can you comply?
  4. What are Management Zones and how will they meet requirements?
  5. What is the schedule?
- 10:50 to  
11:30 a.m.    **It's Time to Start Thinking about Management Zones**  
Moderated panel discussion among local leaders in water resource management to discuss and present the early thinking about management zones for nitrates and how they will relate to other regional efforts, such as SGMA.  
**Moderator:** Daniel Cozad or other  
**Panelists** (Preliminary):  
  1. TBD
  2. TBD
  3. J.P. Cativiela, Dairy Industry
- 11:30 to  
11:50 a.m.    Questions and Answers with Panelists and Tess and Tim
- 11:50 to  
Noon        Close – Dave and Daniel  
Next steps and action request for participants.

## *Tulare Program*

- 9:30 am            Doors open, registration begins
- 10:00 a.m.        **Welcome** by David Cory, Chair, Central Valley Salinity Coalition and Daniel Cozad, Executive Director, Central Valley Salinity Coalition  
Dave and Daniel will set the stage for the discussion. Brief history and purpose of the CVSC and CV-SALTS and purpose of the discussion.
- 10:10 to  
10:50 a.m.        **CV-SALTS and New Nitrate Regulations Coming in 2019**  
  
Timothy Moore, Risk Science, Denver, Colorado. Tim is an expert in the water quality and nitrate challenge in the Central Valley and helped guide development of the CV-SALTS Salt and Nitrate Management Plan.  
  
Tess Dunham, Somach, Simmons & Dunn, a leading water quality attorney and contributor/reviewer of the CV-SALTS Salt and Nitrate Management Plan.  
  
These experts will explain, in simple terms:  
  1. What is CV-SALTS and how has it helped shape new regulations?
  2. What is the new Salt and Nitrate Management Plan?
  3. What are the new requirements and how can you comply?
  4. What are Management Zones and how will they meet requirements?
  5. What is the schedule?
- 10:50 to  
11:30 a.m.        **It's Time to Start Thinking about Management Zones**  
  
Moderated panel discussion among local leaders in water resource management to discuss and present the early thinking about management zones for nitrates and how they will relate to other regional efforts, such as SGMA.  
Moderator: Daniel Cozad or other  
Panelists (Preliminary):  
  1. Parry Klassen, East San Joaquin Water Quality Coalition
  2. TBD
  3. TBD
- 11:30 to  
11:50 a.m.        Questions and Answers with Panelists and Tess and Tim
- 11:50 to  
Noon                Close – Dave and Daniel  
Next steps and action request for participants.

## Additional Information/Background

TBD

## CV-SALTS Workshops

### Preliminary Budget for Additional Expenses and Collateral Materials

September 9, 2018

1. **Meeting Space Rental Fees**  
Modesto Harvest Hall, space is free, may have expenses for AV  
Tulare Energy Building, space is free, AV is included.
2. **Fees for Panelists**  
Tess Dunham  
Tim Moore  
Anyone else
3. **AV Equipment – TBD depending on the facilities that we use**  
Catalyst has laptop and projector, and two flip charts on easels.  
Catalyst has a sound system if needed.  
May need to rent a good microphone system – up to \$500.00 estimate
4. **Directional Signage to Workshop Location – cost of posters - \$100**  
Two or three poster board size signs with meeting name and arrows
5. **Workshop Notification – Notification Plan is Needed**
  - Save the Date issued by October 1 via partner email lists
  - Press Release developed by Catalyst, issued by Partners
6. **Collateral Materials – Printing Budget needed**  
Outreach Brochure – Reprint cost?  
Region-specific fact sheet? Consider if a new piece for each region is needed.  
Industry Inserts made available?  
One-pager for resources per Management Zones?
7. **Refreshments - \$200 – Possibly Sponsored by an organization**  
Coffee and water? Pastries if a morning meeting?
8. **Video – up to \$6000 including expenses – see proposal from Stephanie L.**
9. **On-Site Translation Services, if needed?**  
Confirm if needed?
10. **Catalyst Staff Time (can be included within existing 2018 budget)**
  1. Coordination of planning and notification teams



2. Logistics planning
3. Notification/invitation coordination and tracking
4. Video script development and production coordination
5. Coordination of pre-workshop management zone planning discussions  
(conference calls or in-person?)
6. Collateral development



*Stephanie Locher*

Producer

Writer

Consultant

916.230-3495 stlocher@aol.com

Mary Currie  
Senior Associate  
The Catalyst Group CA  
[mary@catalystgroupca.com](mailto:mary@catalystgroupca.com)  
415-793-8420

Hi Mary,

Below are three budget proposals for work with the Central Valley Salinity Coalition. We work 10-hour days, which includes drive time. I'm working off of Modesto because its much closer to our Sacramento base than Tulare. These estimates do not include per diem, mileage, or the hard drive we'll need for all the footage.

Please feel free to reach out if you have any questions.

**BUDGET PROPOSAL FOR VIDEOTAPING NITRATE MANAGEMENT WORKSHOP IN MODESTO:**

Because this is just shooting the workshop, I'd say you could send the photographer and audio guy without a producer.

Photographer with gear:	1 day @ \$800/day	
Audio Op with gear:	1 day @ \$750/day	Total: \$1550.00

**BUDGET PROPOSAL FOR VIDEOTAPING NITRATE MANAGEMENT WORKSHOP IN MODESTO AND INTERVIEWS WITH FOUR EXPERTS ATTENDING THE WORKSHOP:**

Producer:	1 day @ \$600/day	
Photographer with gear:	1 day @ \$800/day	
Audio Op with gear:	1 day @ \$750/day	Total: \$2150.00

**BUDGET PROPOSAL FOR VIDEOTAPING NITRATE MANAGEMENT WORKSHOP IN MODESTO AND INTERVIEWS WITH FOUR EXPERTS ATTENDING THE WORKSHOP, THEN WRITING AND EDITING A 2-MINUTE STORY:**

Producer:	2.5 days @ \$600/day	
Photographer with gear:	1 day @ \$800/day	
Audio Op with gear:	1 day @ \$750/day	
Editor:	2 days @ 1000/day	
Music:	3 cuts @ \$100/cut	Total: \$5350.00

## The Salinity Challenge in the Central Valley

There are high levels of salt in portions of the Central Valley. Increasing levels of salts can reduce crop production, impair water quality, and reduce water supply and ecological functions. Salt concentrations in the groundwater are naturally high in some areas and increasing in many others. Current salinity management activities address about 15% of the annual salt load; long-term solutions are needed to address the remaining 85%.

The high levels come from: (1) the geology (2) the arid climate, and (3) intensive water use. All water use, including agricultural, industrial, and municipal increases salinity. Even using water more effectively or recycling water increases salinity. Increased salinity occurs because salt is either added or concentrated through the processes employed to use water or treat wastewater. In addition, dams have reduced the natural flushing of salt, and imported water supplies from the Delta have increased the amount of salt brought into the southern Central Valley. In the San Joaquin Valley alone, six million tons of salt accumulate every year. The recent drought increased the use of groundwater which can have higher concentrations of salt. To learn more: [Salt and Salinity Management, a Resource Management Strategy of the California Water Plan, DWR, June 2016](#)

## CV-SALTS Salinity Management Strategy

The [Central Valley Salinity Alternatives for Long-Term Sustainability](#) (CV-SALTS) was formed more than a decade ago as a collaborative management program to develop sustainable salt and nitrate management practices for the Central Valley. Working directly with the Central Valley Regional Water Quality Control Board (Regional Board), the CV-SALTS initiative released a technical plan – *Salt and Nitrate Management Plan* (SNMP) – in January 2017. The SNMP recommends modifications to regulations for nitrates and the establishment of a **Salt Control Program** with short- and long-term strategies for salinity management. On May 31, 2018, the Regional Water Quality Control Board approved the CV-SALTS SNMP based Basin Plan amendment establishing a **Salt Control Program**.

The goals of the salinity management strategy outlined in the SNMP are to (1) ensure safe drinking water supply; (2) achieve balanced salt and nitrate loadings where reasonable and feasible; and (3) implement a managed aquifer restoration program to restore groundwater quality, where reasonable and feasible.

The SNMP salinity management strategy recommends implementing a phased process to develop a long-term salinity management plan, while at the same time establishing an **Interim Permitting Approach** for salinity discharges. This two-fold strategy is intended to: (1) control the rate of soil and water degradation from salinity; (2) achieve long-term sustainability by bringing salt into balance where feasible, practicable, and reasonable; and (3) protect beneficial uses by meeting applicable water quality objectives and applying appropriate antidegradation requirements.

## Salt Control Program for the Central Valley

### Short-Term Salinity Management

During the development of the long-term plan for salt management, an **Interim Permitting Approach** will be used. This approach may include actions such as: (1) continued implementation of existing pollution prevention, watershed, and salt reduction plans; (2) continued maintenance of current salinity discharge levels; (3) enforced compliance with Interim Permit Limits; (4) implementation of new salinity management practices and source control activities; (5) monitoring of salinity discharge activities where required; and permittees may be required to (6) participation in the Prioritization and Optimization Study.

# Overview of CV-SALTS Prioritization and Optimization Study

From the Central Valley Salinity Coalition, September 2018

## Long-Term Salinity Management Planning

A *Strategic Salt Accumulation Land and Transportation Study* (SSALTS) was undertaken previously to identify and evaluate salt management strategies. Using the SSALTS findings as a foundation, the **Prioritization and Optimization Study** (P&O Study) will expand prior studies, conduct a wide-ranging analysis of existing conditions, policies and engineering alternatives to identify salt management projects and actions to achieve salt sustainability in the Central Valley.

Once the State Water Resource Control Board and Office of Administrative Law approves the **Salt Control Program** in 2019, all permitted dischargers must comply by selecting one of two compliance pathways: (1) conservative or (2) alternative. Dischargers selecting Pathway 1 must demonstrate that they meet conservative permitting requirements established in the **Salt Control Program**. Dischargers selecting Pathway 2 must participate in the regionwide P&O Study with fellow permittees. P&O study participants under Pathway 2 will be allowed to defer more stringent and costly permitting requirements associated with Pathway 1 and reevaluated after completion of the P&O Study. Therefore, participating in Pathway 2 will likely be less costly than the conservative approach in Pathway 1. Further, the P&O study is more likely to achieve the regional goals of long-term sustainability than individual efforts through Pathway 1.

As indicated in the Interim Permitting Approach, the first step to providing a coherent and workable long-term management strategy for salinity is undertaking and completing the P&O Study. The P&O Study will likely begin in 2019 or 2020, take about 10 years to complete and cost from \$10 to \$15 million. If a discharger chooses Pathway 2, compliance includes (but is not limited to) paying a minor annual fee to support the P&O Study. The Central Valley Salinity Coalition (CVSC) will administer the study as the lead entity with oversight from the Regional Board and CV-SALTS stakeholders.

## Long-Term Salinity Management Phasing

The value to everyone in the Central Valley and beyond will be a long-term, integrated **Salt Control Program** that stabilizes and cost-effectively restores water supplies while keeping businesses and communities operating in the interim. The long-term salinity management strategy will be undertaken in three phases:

### **Phase 1:**

- ◇ **Conduct expanded evaluations of existing conditions** by hydrologic region, sources of salinity, and the impact of state and federal policies that affect the management of salt in both surface and groundwaters.
- ◇ **Identify the types of and locations for physical projects.** Physical projects could include regulated brine line(s), salt sinks, regional and/or subregional de-salters, recharge areas, deep well injection, and others. Conceptual designs for preferred physical projects will be developed.
- ◇ **Identify non-physical projects** and begin implementation. These may include changes in water supply, use, and management, as well as changes in salt management policies, practices, or regulations.
- ◇ **Identify governance structure(s) and seek state and federal funding** for preferred physical projects.
- ◇ **Determine if Basin Plan amendments are necessary** to support the implementation of Phases 2 and 3.

**Phase 2:** The engineering design and environmental permitting required to implement the preferred physical projects identified in Phase 1 will be completed. Non-physical projects will continue to be implemented as needed.

**Phase 3:** Construction of physical projects will be completed during this final phase of the Salt Control Program.

## For More Information

Visit [www.salinity.com](http://www.salinity.com)

Read the [SNMP](#)

Read the [Regional Board staff report](#) for the Basin Plan amendments approved May 31, 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