

CV-SALTS Public Education & Outreach Committee Meeting

When: **Monday, February 6, 2017 from 11:00 AM to 12:00 PM**

Location: Teleconference Only

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



Agenda

1. **Welcome and Introductions**
2. [Outreach Matrix](#)
3. **Materials feedback**
 - [Updated Outreach Plan](#)
 - [SNMP Fact Sheet](#)
 - [Now and Future](#)
 - [SNMP Overview](#)
 - [Draft Email to Members](#)- Review and comment
 - [Draft Press Release](#)
4. **Links to DRAFT Policy Summaries**
 - [Groundwater Management Zone Policy](#)
 - [Nitrate Permitting Strategy](#)
 - [Salinity Management Strategy](#)
 - [Exceptions Policy](#)
 - [Salinity Variance Policy](#)
 - [Offsets Policy](#)
 - [Drought and Water Conservation Policy](#)
 - [SMCLs Guidance](#)
 - [ACP Guidance](#)
5. **Discuss materials for Regional Board workshop – Small Group for PowerPoint**
6. **Recap Next Steps and [Set Next Meeting](#)**
7. **Adjourn**

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

Outreach Matrix

Industry or Area	North of Sac.	Sacramento	San Joaquin	Tulare	POTW	Irrigated Ag	Food processing	Wine	Dairy	Cities	Enviro EJ	Others
Members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Regional Govt.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Members of CV-SALTS (Chief Executives and PIOs/Governmental Affairs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News Media Reporters and Bloggers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irrigated Lands Coalitions and their members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
California Department of Food and Agriculture		<input type="checkbox"/>										
Lobbyists for CV-SALTS participants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Influencers and Opinion Leaders Reaching Public Regulated Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Influencers and Opinion Leaders Reaching Private Regulated Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industry Publications and Associations Reaching Public Regulated Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industry Publications and Associations Reaching Private Regulated Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key Agricultural Organizations and Commodity Groups including CA Farm Bureau County Farm Bureaus, Western Growers Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Targeted Environmental Organizations and Environmental Justice Organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. Environmental Protection Agency		<input type="checkbox"/>										
Highest priority elected officials (TBD)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Priority 2 After March before September	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Targeted Elected Officials (Governor’s Office, Local Staff of Federal Delegation, State Legislators, County Supervisors)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional contacts within the Private Regulated Community (larger dischargers) including food processing, large farming operations, dairy operations, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oil and Gas Industry Groups such as Society of Petroleum Engineers California Independent Petroleum Association Western States Petroleum Association California Natural Gas Producers Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional environmental and environmental justice organizations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Municipal agencies and special districts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groundwater Sustainability Agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local and county stormwater management and flood agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Water Management Groups (IRWMP, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CA Department of Water Resources and Bureau of Reclamation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CVP Water Users and State Water Contractors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Government Associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CRWA – California Rural Water Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other interested organizations with communications networks that could potentially be utilized for outreach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
USDA Service Centers Farm Service Agency, Natural Resources Conservation Service, Rural Development Area Office, and Conservation Districts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UC Cooperative Extension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County Ag Commissioners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Colleges and Universities in the Central Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Priority 3 General Public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land owners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immigrants that are non-English and non-Spanish speaking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DRAFT COMMUNICATIONS PLAN

Overview

CV-SALTS released the *Salt and Nitrate Management Plan* (SNMP) after a decade of preparation, technical study, and coordination with its diverse membership. The Communication Plan will assist CV-SALTS in outreach to and engagement with key audiences regarding surface and groundwater challenges in the Central Valley, the purpose, goals, policies, and recommendations of the SNMP, and its ultimate adoption and implementation. The Communication Plan is designed to be flexible and to support the release of the SNMP in January 2017, associated Water Board presentations, and key adoption milestones through 2018, leading to SNMP implementation.

Goals

Goals for the CV-SALTS Communication Plan include:

- Inform, educate, and raise awareness regarding the overarching salt and nitrate pollution challenge in the Central Valley.
- Inform, educate, and raise awareness regarding the SNMP, its associated policy recommendations, and suggested implementation timeline.
- Build support for adopting and implementing the SNMP and its associated policies.
- Change attitudes regarding regulations being “all bad” and communicate that the SNMP adds needed flexibility.
- Influence audiences that may have apprehension or concerns regarding the SNMP.
- Explain and promote the benefits of the SNMP.
- Ensure that stakeholders are adequately informed prior to each SNMP project milestone.

Key Audiences

For the SNMP project, key audiences include the categories listed below:

1. Local, state, and federal elected officials
2. Local, regional, state, and federal agencies
3. Native American tribes
4. Business and industry associations and organizations
5. Environmental interests and environmental justice organizations
6. Private regulated community (farmers, dairies, ranchers, food processing, industry, etc.)
7. Public regulated community (WWTPs, municipalities, etc.)
8. Media (print, television, radio, web)
9. Other opinion leaders and influencers
10. General public

These broad categories of **Key Audiences** can be grouped by outreach priority to assist in identifying the best outreach strategies to be used and the outreach timing based on project milestones. When prioritizing audiences, it is helpful to keep in mind that **Key Audiences**

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include (1) allies who support what is proposed, (2) adversaries who oppose what is proposed, and (3) neutrals or people whose position or attitude is unclear or who have not become actively involved yet. It is important to understand and anticipate the individuals and organizations in each category for each of the key audiences.

Priority #1 Audiences

Priority #1 Audiences includes those that are engaged in and knowledgeable about CV-SALTS and the process surrounding the development of the SNMP. The goal is to target immediate outreach activities on the most important opinion leaders and influencers, generally identified as specific individuals, to provide information to leaders in the regulated community, interest groups, and agencies. The specific contacts for each as well as the “ally, adversary, neutral” level for each will be refined in coordination with CV-SALTS. The key news media contacts are included as news coverage can often be an effective vehicle for educating, engaging, and supporting influencers.

- Members of CV-SALTS (Chief Executives and PIOs/Governmental Affairs) See *Appendix C*
- News Media Reporters and Bloggers
- Irrigated Lands Coalitions and their members
- California Department of Food and Agriculture (CDFA)
- Lobbyists for CV-SALTS participants
- Influencers and Opinion Leaders Reaching Public Regulated Communities
- Influencers and Opinion Leaders Reaching Private Regulated Communities
- Industry Publications and Associations Reaching Public Regulated Communities
- Industry Publications and Associations Reaching Private Regulated Communities
- Key Agricultural Organizations and Commodity Groups including CA Farm Bureau (www.cfbf.com), County Farm Bureaus, Western Growers Association (www.wga.com)
- Targeted Environmental Organizations and Environmental Justice Organizations
- U.S. Environmental Protection Agency
- Highest priority elected officials (TBD)

Priority #2 Audiences

Priority #2 Audiences would include public agencies, associations, organizations, groups that are somewhat or moderately aware of CV-SALTS. These audiences would likely want information about how CV-SALTS affects their service, organization, or agency, and may want to learn how to become more involved. The goal is to expand outreach to these audiences through briefings, articles, information materials, and social media. The specific contacts for each as well as the “ally, adversary, neutral” level for each will be refined in coordination with CV-SALTS.

- Targeted Elected Officials (Governor’s Office, Local Staff of Federal Delegation, State Legislators, County Supervisors)
- Additional contacts within the Private Regulated Community (larger dischargers) including food processing, large farming operations, dairy operations, etc.

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- Oil and Gas Industry Groups such as Society of Petroleum Engineers (SPE, www.spe.org); California Independent Petroleum Association (CIPA, <http://www.cipa.org>); Western States Petroleum Association (WSPA, www.wspa.org); California Natural Gas Producers Association (CNGPA, www.cngpa.org); etc.
- Additional environmental and environmental justice organizations.
- Municipal agencies and special districts
- Groundwater Sustainability Agencies
- Local and county stormwater management and flood agencies
- Regional Water Management Groups (IRWMP, etc.)
- CA Department of Water Resources and Bureau of Reclamation
- CVP Water Users and State Water Contractors
- Local Government Associations
 - ✓ CSDA – California Special Districts Association, <http://www.csda.net/>
 - ✓ CARCD - California Association of Resource Conservation Districts, <http://www.carcd.org/home0.aspx>
 - ✓ ACWA - Association of California Water Agencies, <http://www.acwa.com/>
 - ✓ CMUA – California Municipal Utilities Association, <http://cmua.org/contact@cmua.org>
 - ✓ CRWA – California Rural Water Association, <http://www.calruralwater.org/info@calruralwater.org>
 - ✓ CASA – California Association of Sanitation Agencies, <http://www.casaweb.org/>
 - ✓ CaCities – League of California Cities, <https://www.cacities.org/>
 - ✓ CSAC – California State Association of Counties, <http://www.counties.org/>
 - ✓ Independent Cities Association, <http://icacities.org/>
- Other interested organizations with communications networks that could potentially be utilized for outreach
 - ✓ USDA Service Centers located throughout the Central Valley that provide connection to Farm Service Agency, Natural Resources Conservation Service, Rural Development Area Office, and Conservation District
 - ✓ UC Cooperative Extension
 - ✓ County Ag Commissioners
 - ✓ State Colleges and Universities in the Central Valley

Priority #3 Audiences

General Public –additional outreach to these audiences not reach through Priority #1 and #2 outreach.

- Land owners
- Residents
- Businesses
- Immigrants that are non-English and non-Spanish speaking.

Strategies for Engagement

Communication strategies have shifted in recent years due to the evolution of access to online information. Social media apps, blogs, podcasts, discussion forums, etc. are now a significant means of communication. New and innovative communication strategies, where appropriate, should be added to the mix of traditional strategies that include press release, fact sheets, and press kits. Further, strategies are generally most effective when they are tailored to specific audience-type(s). Messaging in today's world of instant news (and fake news) must be told in more compelling and attention grabbing ways. It is important for consistency and accuracy of information that materials developed be repurposed and used as the basis for other materials. For example, a media release or fact sheet can be repurposed as the basic content for an article, email distribution, newsletter article, or short video. And, for this project, targeted materials should be translated into Spanish.

- Develop audience-targeted **Factsheets**
- Issue **Media Releases** to targeted writers and news outlets
- Use **Social Media** to engage influencers
- Develop industry and technical **Articles**
- Develop **Newsletters**, target as needed
- Host **Field Briefings** that demonstrate issues
- Create compelling quality **Visuals, Graphics, and Infographics**
- Utilize industry **Leaders and Influencers** for presentations and consensus building
- Use targeted **PowerPoint Presentations**
- Conduct **Briefings** with key stakeholders
- Develop **Short Videos**
- Send **Email Blasts** to coalition members and communications partners
- Use established **Outreach Channels** for distribution of materials when possible
- Contact topic-appropriate **Bloggers**
- Create **Frequently Asked Questions**

Initially, several written pieces listed below would be developed to announce the release of the SNMP with the problem and solutions identified. They would also include the associated project milestones for 2017 and 2018, contacts for more information, etc. These initial pieces will be developed such that they can be easily repurposed, when possible, for use in other outreach and engagement strategies.

1. Priority #1 Audiences: A More Technical Fact Sheet (Fact Sheet #1) would be developed to provide baseline technical information as well as pertinent information regarding proposed policy changes for the regulated community. *Fact Sheet #1 can be made available to all audiences as requested.*
2. Priority #1, 2, and 3 Audiences: Basic, Backgrounder Fact Sheet (Fact Sheet #2) would be developed to concisely define the problem, present solutions and associated policy changes recommended in the SNMP. It is recommended that Fact Sheet #2 be translated into Spanish.

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3. Priority #3 Audiences: Simple, Concise, Short One-Pager would be developed to be used in all strategies implemented to reach the general public.
4. Priority #1 Audience: Press Release would be developed for targeted reporters and news outlets.

Additional strategies for engagement will be added as appropriate at each project milestone that are deemed audience appropriate.

Key Messages

Key messages are the most succinct statement of the message you want a target audience to receive. Key messages are clear, benefit-oriented, and written in language that the target audiences can understand and relate to.

The following are initial key messages for the SNMP rollout. The messages are not presented by priority but rather in “story board” order. The order of messaging will be tailored to target audiences.

1. **There is a problem with historic and ongoing salt and nitrate accumulations** that are impacting water quality and the economic sustainability of the Central Valley.
 - The Central Valley has a growing salt problem that could negatively impact the water quality and ultimately the economic engine of region.
 - The Central Valley is facing nitrate levels are impacting the drinking water
 - More salt enters the Central Valley than leaves. Salts, from a variety of sources, have been accumulating in the water and soil for decades now.
 - Approximately 1.5 million acres of land are salinity impaired and 250,000 acres have already been taken out of production.
2. The problem is **both urgent and long-term**. New regulatory approaches are needed to address the challenges and sustain the economy and environmental of the Central Valley.
 - Water supply wells in dozens of communities do not meet State safe drinking water standards.
 - Salts and nitrates have accumulated in soils and groundwater from legal and accepted agriculture, municipal, and industrial activities over many decades.
 - Immediate actions are needed to protect and provide safe drinking water.
 - Improved agricultural, industrial, and municipal management practices are needed to reduce the discharges of salt and nitrate.
 - Long-term management of surface and groundwater is needed to restore all beneficial water uses in the Valley.
3. **CV-SALTS formed ten years ago to address these issues with regulators and stakeholders**. Since then, CV-SALTS has identified key changes needed.
 - CV-SALTS stakeholders are working with Regional and State regulators to identify actions, results, regulatory policies, and a timeline to address the problems in the *Salt and Nitrate Management Plan*.
 - CV-SALTS has held hundreds of stakeholder meetings and is supported by a non-profit coalition representing a broad range of Central Valley interests.

4. **The identified solutions are now available for review** in the *Salt and Nitrate Management Plan* (SNMP).
 - The *Salt and Nitrate Management Plan* is built on the following management goals:
 1. Ensure a safe drinking water supply
 2. Achieve balanced salt and nitrate loadings
 3. Implement a managed aquifer restoration program
 - The proposed regulations and policy modifications would provide local flexibility with timelines, outcomes, and State oversight.
 - By better managing salt and nitrate accumulations public health risks will be reduced, overall water quality will improve, and ultimately groundwater quality will be protected and restored.
 - If salt accumulations are not managed differently, the resulting direct economic costs to the Central Valley could exceed \$1.5-billion per year by 2030.
5. The SNMP contains proposed policy changes that will **add flexibility and achieve faster results**.
 - There are eight proposed policy changes outlined in the SNMP that would enhance the regulatory framework to allow flexibility and more efficient use of resources for safe drinking water and a robust agricultural economy.
 - The three-pronged approach combines provision of safe drinking water to affected communities, reasonable, achievable source control measures for farmers and other dischargers, and regional and cooperative efforts to treat water sources to reduce salt and nitrate.
 - In the near-term, dischargers will bear part of the cost of treating and serving water to nitrate and salt impacted communities to address the most critical needs. As more comprehensive, long-term source control measures take effect, it is assumed that the costs will be reduced and more broadly distributed. This approach will achieve faster results compared to a strategy relying solely on source control measures.
 - The Plan prioritized ensuring safe water in areas affected by nitrates and allows flexibility in the local implementation of the plan to maximize cost effective implementation.
 - The plan also provides for planning time to develop detailed salt infrastructure plans over the next 10 years to begin building the infrastructure needed to manage salts.
6. Across the Central Valley, **farmers, businesses, and communities will need to make changes** to meet the objectives of the SNMP and the goals for the Central Valley.
 - Everyone contributes to the problem, so everyone must take part in the solution.
 - The proposed policies will focus resources and requirements on the most urgent problems, while allowing local flexibility to design workable solutions.
 - Long-term, consistent action, regulation, and funding are needed to maintain public health, the economy, and the environment in the Central Valley.

Spokesperson Designation

It is important to identify a small group of readily available individuals for media outreach with news reporters, bloggers, as well as for presentations and briefings with elected officials and other targeted audiences. Selecting spokespersons is a critical step in the success of the overall media plan contained in *Appendix A*. Spokespersons should be authentic in that they genuinely believe the message they are conveying and they should be natural in that they are perceived as being the same person whether on or off camera. A spokesperson should also understand that breaking news or a shifting story can change the interview focus with little to no notice; they need to be able to roll with it. A spokesperson knows that the interviews purpose is to connect with the audience that will read or hear their words. They know that the job is to always simplify and talk in “sound bites.” A spokesperson knows intuitively not to attempt to say everything they know as this can muddle the message and confuse an audience. A good spokesperson knows how to use stories and statistics, in sound bites, to make their message stand out. It always helps to coin a phrase that might stick in the minds of the audience.

Formal Media Trainings can be a very effective tool to support an individual or group in refining their message development and delivery technique. This is an option that is available in hourly, half-day, or full day trainings.

Concise Messaging for Targeted Audiences

Given the wide range of interested audiences, it can be helpful to craft speaking points or sound bites that resonate best with a given audience. These are included in a separate document.

Tasks and Timelines

A key component of the communication plan sets out tasks to be done, their timelines, and who will be responsible for them. Using the following Project Milestones, a Task and Timeline flow is proposed below for the first project Milestone in January 2017.

January 2017: SNMP released for Public Review

March 9, 2017: SNMP presented to Central Valley Water Board at workshop

September 2017: Basin Plan Policy Amendments Drafted to reflect recommended SNMP policy changes

February 2018: Basin Plan Amendments Considered by Central Valley Water Board

April 2018: Basin Plan Amendments Approved by Central Valley Water Board

June 2018: SNMP approved by State Water Resource Control Board

August 2018: SNMP implementation begins

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MILESTONE 1: PRIMARY TASKS to UNDERTAKE FROM SNMP in FEBRUARY 2017 to WATER BOARD MEETING ON MARCH 9	Timeline	Responsible Party
<p>Material Preparation - Review, Comment, Modify, and Finalize Materials</p> <ul style="list-style-type: none"> Continue to Update the Communication Plan as Comments and Changes are Provided. Draft Press Release Announcing SNMP release/Water Board Mtg Draft Facts Sheet (Per Communication Plan) by January 25, Finalize Fact Sheet before February 1 meeting Draft Email for Priority #1 and #2 Audiences Announcing the release of the SNMP 	January 6-25 2017	Catalyst and CV-SALTS
<p>Priority #1 Audience List: Flesh out specific names and contacts for all agencies, organizations, groups, legislators, etc. Let Catalyst know what additional contacts should be identified that members may not have direct contacts with.</p>	End of January	CV-SALTS members, with Catalyst Support as Requested
<p>Define What Direct Access Exists for Distribution Networks: which CV-SALTS member has a connection with a specific Priority #1 audience to be able to reach that specific target. Who has what database to contact whom?</p>	February 1	CV-SALTS
<p>Define Access to Secondary Distribution Networks available via any of Priority #1 Audiences.</p>	Early February	
<p>Identify Individuals/Organizations/Groups that should receive a hands-on briefing prior to the Water Board mtg on March 9, if any</p>	Early February	
<p>Determine what material to be distributed via the Distribution Networks identified; Determine timing of the Distribution.</p>	After Feb. 1 meeting	
<p>If determined that a press release will be issued for the release of the SNMP, make phone/email contact with media to identify appropriate reporters to work with on the release of the SNMP.</p>		
<p>Determine how, when and where the SNMP is released. Identify pros and cons. Will there be an event to focus bring attention to the release? A field briefing providing a visual where salt and water are bad now? Release on a slow news day? Release on a Monday when crews can be scrambling to find a story?</p>	Early February	
<p>Brainstorm everything that could go wrong and prepare for it. Will it be a slow news day and the release becomes Flint Michigan?</p>	Early February	
<p>Distribute General Email to Networks with links to Fact Sheets</p>	Early February	
<p>Issue Press Release, if determined to do so.</p>	Prior to March 9 water board mtg	
<p>Prepare for Press Event (if one is taking place)</p>		
<p>Social Media --- have CV-SALTS members that are engaged in Twitter or Facebook repost any articles that may get written</p>		
<p>Monitor Coverage & Audience Comments</p>		

APPENDIX A - MEDIA PLAN

Role of News Media

The news media plays an important role in shaping the audience's understanding of and awareness of a given project. Further, the news coverage can play a role in expanding public education and engagement. The news coverage assists in maximizing the impact of outreach efforts, and can be done so at little to no cost.

Goals and Objectives

For this project, the goal of outreach to news media representatives is to both support and build awareness, understanding, and education for and about the SNMP. The overarching objective is to generate positive awareness that, by implementing the SNMP, the Central Valley's economy and quality of life can be further sustained.

Level of Coverage

Prior to each project milestone, the level of desired media attention should be strategically discussed as to desired impact. Contact with targeted media representatives will be made accordingly. If the desired outcome is to spread the word as much as possible, then different strategies are used versus if the desired outcome is to get a few stories out so a record is established. It is important to add that contacting all news media contacts in a project area at all project milestones may be a useful strategy in building momentum for a given story.

Strategies to Support Coverage Outcome

There is no way of knowing what stories the news media will cover or not cover. There are "slow news" days when the story might get a better chance of receiving coverage and there are days that something else will happen such as a major earthquake or fire, and the story will get no attention.

The adage, "If it bleeds, it leads" is still generally very true. In today's news world, there are fewer reporters and even fewer beat reporters. The demand on the remaining reporters to do even more has increased. Today's reporters are required to cover a story across several platforms. For example, a print reporter is required to write the story for the newspaper, but to also capture a video for social media use.

Whether it be television, print, or radio, the primary strategy for all reporters is to be **more** than prepared. Have your key messages, have your audience tailored messages, have your supporting facts, have your supporting individuals to be quoted ready, and have any graphics or exhibits ready than can be emailed to reporters for their use. You want to feed the reporter absolutely everything they might need readily available, and readily emailable.

Television coverage is streamlined in today's news world, and done with fewer reporters in the field. If the desired outcome is to obtain television news coverage, the press release must offer a visual opportunity as the backdrop for telling the story that can be recorded. For this project, that could look like a media event at a field or given location that has salt accumulation visible or where drinking water issues have already occurred. Additionally, the location must be as

CV-SALTS

close as possible to the television station's base. Further, you won't want to keep the reporter waiting, make it short and fast.

Radio coverage is challenging in today's news world as many stations are owned large corporations and the number of local reporters, if any, is limited. There may be a potential to be a part of an *on-air* topic focused news talk program; this option can be further explored. If there are larger radio stations in the area that are "all news," it is desirable to have several different spokespersons available (2 to 3 if possible) so that the story is told by more than just one spokesperson. The core messages would be delivered, and repeated, by each spokesperson which can increase a story's viability. Be short and concise, be prepared to say the same thing three different ways.

For a print reporter, you want to have more time to talk as they have more column inches to fill. They are also in a rush usually but need to be "fed" more background relevant to the story.

Key Steps

The key steps leading to a news story will vary widely based on the strategy desired. Very generally, prior to a specific milestone/event, a **news advisory** is issued about a week out, via email, that puts the news media on notice that a milestone/event is coming up. Media calls/follow-up emails can be made as well. A **press release** is issued at a time much closer to the milestone/event. An online **press room** is created to house all written and graphical press materials that are developed. Hardcopy press kits can be made as needed. **Spokesperson(s)** must be available to return ALL calls in a timely manner.

PROJECT MEDIA CONTACTS

SACRAMENTO

Print Media

The Sacramento Bee, 2100 Q. St., Sacramento, CA, 95816, Daily Circulation: 279,032

www.sacbee.com (916) 321-1000, Editorial Board (916) 321-1907, News Room (916) 321-1020

Dale Kasler (916) 321-1066 dkasler@sacbee.com @dakasler covers drought & water, business, economics, pensions, business of sports, for @sacbee_news

Ryan Sabalow (916) 321-XXXX rsabalow@sacbee.com @RyanSabalow covers water, drought and the environment for @sacbee_news

Adam Ashton (916) 321-1063, aashton@sacbee.com @Adam_Ashton covers politics, business, state workers for @sac_news

AgAlert, weekly published by the California Farm Bureau Federation, 2300 River Plaza Drive, Sacramento, CA 95833 (916) 561-5570, email: agalert@cfbf.com

Dave Kranz, Editor/Manager, Communications/News Division, Steve Adler, Associate Editor, Christine Souza, Assistant Editor, Ching Lee, Assistant Editor, Kevin Hecteman, Assistant Editor

Radio News

KFBK <http://www.kfbk.com/>, owned by iheartmedia (formerly Clear Channel), 1440 Ethan Way, Ste 200, Sacramento, CA 95825 (916) 929-5325

KTKZ <http://am1380theanswer.com> conservative talk radio, 1425 River Park Dr., Suite 520, Sacramento, CA 95815 Program Director Max Miller mmiller@ktkz.com

Television News

KCRA (NBC) www.kcra.com (916) 444-7316 Newstips@kcra.com

KXTV (ABC) www.abc10.com News Hotline: (916) 321-3300, Assignment Desk, (916) 321-3300
desk@abc10.com

KOVR (CBS) <http://sacramento.cbslocal.com>

KUVS (Univision) <http://www.univision.com/sacramento/kUvs>

KCSO (Telemundo 33 Sacramento, Stockton, Modesto) <http://telemundo33sacramento.com> (916) 567-3300 telemundo@serestar.com

KTXI (Fox 40) <http://fox40.com> 4655 Fruitridge Road, Sacramento, CA 95820-5299 (916) 454-4422
Newsroom: (916) 454-4548 News Press Releases News@FOX40.com Ed Chapuis, News Director
Ed.Chapuis@FOX40.com

FRESNO

Wire Services

Associated Press, Scott Smith covers water and is based in Fresno, (559) 243-9633 www.ap.org

Print Media

The Fresno Bee (McClatchy owned), Daily Circulation: 157,546, www.fresnobee.com
1626 E Street, Fresno, CA 93786, Main (559) 441-6111, (800) 877-3400
Opinion Page Editor, Bill McEwen, bmcewen@fresnobee.com (559) 441-6632
Opinion Page Associate Editor, Gail Marshall, gmarshall@fresnobee.com (559) 441-6680
Metro Editor, Tad Weber, tweber@fresnobee.com (559) 441-6491

Also publish:

Central Valley, the Valley's lifestyle magazine: (559) 441-6755, centralvalley.com;

Clovis Independent: (559) 441-6677;

Vida en el Valle: (559) 441-6781, Editor, Juan Esparza Loera, jesparza@vidaenelvalle.com, (559) 441-6781

Example Topic-Related Articles and Editorials:

11/19/16 *Trump promised California farmers more water. Can he deliver?* By Ryan Sabalow and Dale Kasler rsabalow@sacbee.com (see contact information for Ryan and Dale under Sacramento Bee, above) <http://www.fresnobee.com/news/local/water-and-drought/article115818718.html>

9/12/16 *Too many California towns have arsenic in tap water, group says* by Lewis Griswold: 559-441-6104, lgriswold@fresnobee.com @fb [LewGriswold](https://www.facebook.com/LewGriswold) covers news of the South Valley, <http://www.fresnobee.com/news/local/article101458152.html>

12/9/16 *Californians need water, not Sen. Boxer's defiant last act*, <http://www.fresnobee.com/opinion/editorials/article119985868.html>

12/1/2016 *Temperance Flat is linchpin of Valley's water future. It must be built*, <http://www.fresnobee.com/opinion/editorials/article118610848.html>

News Radio

KMJ, AM 580 and FM 105.9, News-Talk, Cumulus Media, 1071 W. Shaw Ave., Fresno, CA 93711, 559-490-5800 <http://www.kmjnow.com> Blake Taylor, Program Director, 559-490-5800, Blake.Taylor@cumulus.com

Television

KSEE (NBC) www.yourcentralvalley.com

KFSN (ABC) www.abc30.com

KGPE, (CBS 47) www.yourcentralvalley.com, newsdesk@ksee.com

KMPH (FOX 26) www.kmph-kfre.com

KNSO (T-51) Telemundo, <http://www.telemundofresno.com>

KFTV (Univision 21) <http://www.univision.com/fresno/kftv>

CV-SALTS

BAKERSFIELD

Print Media

The Bakersfield California, 1707 Eye Street, Bakersfield, CA 93301
(661) 395-7500 Bakersfield.com

El Popular www.elpopularnews.com, 404 Truxtun Ave. Bakersfield, CA 93301
(661)325-7725 news@elpopularnews.com

STOCKTON

Print Media

The Record, 530 E. Market Street, Stockton, CA 95202, Daily Cir: 58,888
www.recordnet.com owned by Local Media Group

Wes Bowers, wbowers@recordnet.com @WBowersTSR (covers County government)

Alex Breitler, abreitler@recordnet.com Reporter/Environmental Blogger, [@alexbreitler](https://twitter.com/alexbreitler)

recordnet.com/breitlerblog <http://blogs.esanjoaquin.com/san-joaquin-river-delta/>

Article 12/16/16: Leaders, farmers, residents plea against Delta water plan

www.recordnet.com/news/20161216/leaders-farmers-residents-plea-against-delta-water-plan

Article 12/29/16: Cold Follows Another Hot Year

<http://www.recordnet.com/news/20161230/cold-follows-another-hot-year>

MODESTO

Print Media

The Modesto Bee

REDDING/CHICO

Print Media

Redding Search Light (USA Today network) Daily Circulation 30,000 covers Shasta County
<http://www.redding.com> news@krcrtv.com

Chico Enterprise Record, Heather Hacking (530) 896-7758 Editor David Little (530) 896- 7793
<http://www.chicoer.com/>

Radio News

KQMS News Talk <http://www.kqms.com> News Line: (530) 221-1400

News Tips Steve Gibson: Steve@kqms.com

Television News

KRCR-TV (ABC) <http://www.krcrtv.com> 755 Auditorium Drive, Redding, CA 96001 (530) 243-7777 or 1-800-222-5727 Newsroom Phone: (530) 243-7782 Scott Rates, News Director
srates@bontencalifornia.com

KHSL-TV (CBS) and **KNVN** (NBC) <http://www.actionnewsnow.com/home/> News Room (53) 343-1212
news@actionnewsnow.com News Director Scott Howard showard@actionnewsnow.com

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LODI

Print Media

Lodi News Sentinel www.lodinews.com (209) 369-2761 news@lodinews.com

VISALIA/TULARE

Visalia Times-Delta/Tulare Advance-Register (part of USA Today Network)

David Castellon , dcastell@visaliatimesdelta.com

El Sol (Spanish-language)

Valley Voice Newspaper

Tulare Voice

Plus numerous local periodicals serve the areas immigrant communities in their native languages, including Armenian, Laos, Hmong, and Chinese.

MADERA

Print Media

Madera Tribune, <http://www.maderatribune.com>, Newsroom: 674-8134

SAN FRANCISCO BAY AREA

Print Media

San Francisco Chronicle, environmental reporter Peter Fimrite, PFimrite@sfchronicle.com (415) 777-8454

Oakland Tribune

Radio News

KCBS (415) 765-4074

Television

The San Francisco TV outlets are likely not to cover this topic, but we have contacts with all stations if outreach is desired

LOS ANGELES

Print Media

Los Angeles Times

Bettina Boxall covers water issues and the environment bettina.boxall@latimes.com Twitter: @boxall

Tony Barboza covers air quality and environment tony.barboza@latimes.com

ADDITIONAL CONTACTS

Maven's Notebook <https://mavensnotebook.com/> covers CA water

Western Farm Press, Editorial

Willie Vogt, Executive Director, Content and User Engagement (651) 454 6994 willie.vogt@penton.com



Fact Sheet

CENTRAL VALLEY SALT AND NITRATE BUILD-UP ADDRESSED THROUGH NEW, INNOVATIVE REGULATIONS

CALIFORNIA'S CENTRAL VALLEY

The Central Valley (Valley) stretches 500 miles from the Oregon border to the Kern County/Los Angeles County line and is about 125 miles wide, bounded by the Sierras to the east and the Coast Range to the west. Its watersheds encompass 60,000 square miles or almost 40% of the land in the State of California. The region includes four hydrologic regions: Sacramento River Valley to the north, the drier San Joaquin River Valley to the south, the semi-arid Tulare Basin at the southernmost end, and the Delta where the San Joaquin and Sacramento Rivers connect and flow to San Francisco Bay. The Valley is home to nearly 8 million people or 20% of the state's population. It is one of the world's most productive agricultural regions, with hundreds of different crops grown. Most of the Valley's agricultural productivity relies on irrigation from both surface water diversions and groundwater pumping. The Valley also supports thousands of food production facilities for fruit, vegetable, and nut processing, specialty foods, dairy products, animal packing, grain milling, wineries, and many more.

NITRATE AND SALT BUILD-UPS, UNSAFE DRINKING WATER IN PORTIONS OF THE CENTRAL VALLEY

Over the last 150 years, increased agricultural, municipal, and industrial activities, coupled with population growth, have resulted in dramatic increases in salts and nitrates in surface water, groundwater, and soils—a situation that continues to worsen. Communities rely on these water sources to support beneficial water uses, including agriculture, industry, drinking water supplies, and the environment. The elevated salt and nitrate concentrations impair, or threaten to impair, the region's water and soil quality, which in turn threaten drinking water supplies, agricultural and industrial productivity, and quality of life. The accumulations are causing poor water quality and, in some communities, unsafe drinking water. To restore water quality and preserve the future of the Valley, new and improved agricultural, industrial, and municipal water system management practices are needed to reduce salt and nitrate discharges and to protect and provide safe drinking water.

STATE WATER BOARD AND CENTRAL VALLEY WATER BOARD REGULATE WATER QUALITY

Agricultural, municipal and industrial waste discharges of nitrates and salts are regulated by the Central Valley Regional Water Quality Control Board (Central Valley Water Board), under the State Water Resources Control Board (State Water Board). Two Basin Plans provide the basis for regulating water quality—Sacramento River-San Joaquin Basin Plan and the Tulare Lake Basin Plan. Additionally, in the Delta, which is in several agency jurisdictions, the State, Central Valley, and San Francisco Bay Water Boards work together on water quality. In general, the current water quality regulations, established more than 40 years ago, do not include the management tools and requirements to address effectively the emerging problem of nitrate in drinking water and the long-term problem of salt accumulation in the Central Valley.

MUNICIPAL, DOMESTIC, AND AGRICULTURAL WATER SUPPLIES ARE MOST SENSITIVE

Recent technical studies show that the beneficial uses most sensitive to salt and nitrate are Municipal and Domestic Supply (MUN) [Uses of water for community, military, or individual water supply systems including, but not limited to, drinking water supply] and Agricultural Supply (AGR) [Uses of water for farming, horticulture, or ranching including, but not limited to, irrigation (including leaching of salts), stock watering, or support of vegetation for range grazing].

CENTRAL VALLEY FACES CHALLENGES FOR LONG-TERM MANAGEMENT OF SALT AND NITRATE

- More salts enter the Lower San Joaquin and Tulare Lake Basins than naturally leave or are physically removed.
- Dams and imported water supplies, so important for the Valley economy, have reduced the natural flushing of salt and increased the amount of salt brought into the Valley.
- Groundwater use has increased to meet water demands.
- Broad expanses of groundwater aquifers have been affected by legacy nitrate concentrations.
- Nitrates continue to accumulate in groundwater from a variety of sources.
- Salt concentrations in the groundwater are naturally high in some areas and increasing in most areas.
- There are few economically feasible options for removing salt from the Valley.

CV-SALTS INITIATIVE IS FIRST STEP TOWARD NEW SOLUTIONS FOR MANAGING SALTS AND NITRATES

Solutions for addressing the threat to water supplies and soils from salts and nitrates are complex, multi-faceted, and will take time and funding to implement. In 2006, a broad coalition of representatives from agriculture, cities, industry, environmental and environmental justice interests, and state and federal regulatory agencies started to develop an environmentally and economically sustainable plan for managing salts and nitrates. This effort is known as the Central Valley Salinity Alternatives for Long-Term Sustainability initiative, or CV-SALTS. In 2008, the Central Valley Salinity Coalition (CVSC) formed to represent the stakeholder groups working with the State Water Board and Central Valley Water Board in this effort. Together, the State agencies and CVSC have developed a *Salt and Nitrate Management Plan* (SNMP) to address the salt and nitrate challenges.

SALT AND NITRATE MANAGEMENT PLAN OFFERS NEW REGULATORY FRAMEWORK

The last decade of technical study and stakeholder collaboration culminated in the development of the CV-SALTS SNMP. The SNMP includes results of extensive technical studies, recommended actions and changes to current regulations, and milestones and timelines, that together address legacy and ongoing salt and nitrate accumulation issues. It establishes the minimum or default expectations for managing salts and nitrates in discharges to surface and groundwater. Given the sheer size and variability of environmental conditions and sources of salt and nitrate in the Valley, the SNMP takes a practical, adaptable approach for applying management requirements tailored to local conditions and needs. Implementation would be phased, allowing resources to be allocated to the most significant water quality priorities first.

SNMP DEFINES LONG-TERM OUTCOMES

The SNMP defines five long-term outcomes: (1) sustain the Central Valley's lifestyle; (2) support regional economic growth; (3) retain a world-class agricultural economy; (4) maintain a reliable, high-quality water supply for municipal, agricultural, and industrial uses; and (5) protect and enhance water quality in Central Valley streams, rivers, and groundwater basins.

SAFE DRINKING WATER, BALANCED NITRATES AND SALTS, RESTORED GROUNDWATER

The SNMP provides the over-arching framework for managing salt and nitrate in the Central Valley by establishing three prioritized management goals to guide implementation: (1) ensure safe drinking water; (2) work to achieve balanced salt and nitrate loadings; and (3) implement a long-term groundwater restoration program. Notably, required and voluntary activities leading to salt and nitrate balance are already underway, including preparation and implementation of nutrient management plans, improved irrigation practices, real-time management of discharges, pilot studies, monitoring, and research. Restoring the region's groundwater basins will be a long-term, resource-intensive effort. The SNMP proposes a framework to support, continue, and expand current efforts and to establish funding and management structures to address the long-term challenges.

SNMP OFFERS A MORE FLEXIBLE REGULATORY FRAMEWORK

Existing State regulations limit the Central Valley Water Board ability to consider new, innovative salt or nitrate management strategies, particularly as they relate to providing safe drinking water. The SNMP recommends changes to the existing Basin Plans that govern water quality in the Valley. The recommended changes offer a more flexible regulatory framework. Specifically, salt and nitrate management decisions would be made at the local or regional level, with State oversight. Local decision-making would develop effective solutions by considering local conditions and available management strategies. The proposed policies would also allow dischargers to develop independent data for their discharge area. Using these data, a discharger or group of dischargers could propose revised permit requirements if default requirements were not applicable to local conditions and discharges. The proposed recommendations will be considered as amendments to the Basin Plans by the Central Valley Water Board and State Water Board.

SALT SOLUTIONS FOCUS ON LONG-TERM STRATEGIES

Technical studies show that current salinity management activities may only address about 15% of the annual salt load in the Central Valley. Accordingly, long-term solutions, including development of regional de-salters, a regulated brine line, or other projects that would allow containment or removal of salt, are needed to address the other 85%. These long-term management solutions will require significant additional planning as well as State and federal funding to implement. In the meantime, the SNMP finds that the highest water quality priority is the need to address nitrate-impacted drinking water sources. To effectively allocate resources and balance water quality priorities, the SNMP recommends an approach that addresses nitrate as the immediate priority while at the same time make progress on addressing the long-term salt management needs for the Valley. A phased, long-term salinity management program will include innovative salt management strategies for both the short- and long-term and move the Valley toward salt balance and restoration of impacted areas, where reasonable and feasible.

KEY ELEMENTS OF THE SNMP

Assessment of Current Conditions: The SNMP identifies current ambient water quality and estimated available assimilative capacity in upper, lower, and production zones of groundwater basins and sub-basins.

Regulatory Analyses: The SNMP describes research to define reasonable protection of existing and probable future beneficial uses of water for Municipal and Domestic Supply (MUN) and Agricultural Supply (AGR).

Technical Analyses: The SNMP describes studies to provide the basis for recommendations for the short and long-term management of salt and nitrate throughout the Central Valley, including nitrate drinking water treatment and local and regional salinity management needs, such as a regulated brine line for salt export.

Archetype/Prototype Studies (“Proofs of Concept”): To better explain potential policy changes (and how they might work in practice), the SNMP includes Proofs of Concept studies that provide examples and/or guidelines for consideration when implementing various elements of the SNMP.

Recommended Policies: The SNMP identifies 11 proposed policy changes or clarifications to the Basin Plans to facilitate SNMP implementation by providing new authorities for the Central Valley Water Board to supplement its existing authorities. These proposed changes are described in additional supporting fact sheets available on the CV-SALTS website.¹

The SNMP is also implemented through three Central Valley Water Board Basin Plan amendments planned for adoption in 2017:

¹ <http://www.cvsalinity.org/index.php/docs/central-valley-snpm/163-central-valley-salt-nitrate-management-plan.html>

Municipal Supply in Agricultural Areas: Incorporating a process into the Basin Plans for determining appropriate designation and level of protection of MUN in agriculturally dominated water bodies;
Salt and Boron in the Lower San Joaquin River: Setting salt/boron water quality objectives and adding/modifying an implementation program for the Lower San Joaquin River; and
Beneficial Uses in the Tulare Lake Basin: Evaluating the designation/de-designation of the MUN and AGR beneficial uses in a portion of the Tulare Lake Bed Groundwater Basin

EXAMPLE OF REGULATORY OPTIONS FOR NITRATE MANAGEMENT

If the Central Valley Water Board and the State Water Board adopt the proposed policies related to nitrate management, nitrate dischargers such as farms, dairies, wastewater treatment plants, and certain industries would have the following three options. Currently, “traditional permitting” is the only option available.

Traditional Permitting. The traditional, or current, permitting approach uses existing regulatory Waste Discharge Requirements (WDRs) and Conditional Waivers issued by the Central Valley Water Board. Each individual discharger must meet specified water quality standards at the discharge point to receiving waters, the base of the root zone, or the top of the groundwater aquifer, depending on the discharger. In some areas, however, it may not be possible to meet discharge requirements and dischargers many need to address nearby nitrate contamination of drinking water under other SNMP Policies.

Management Zones. Alternative Approach. In local or regional areas with high priority nitrate problems, nitrate dischargers who select this option work voluntarily and collectively with water providers, local government, and others to establish a plan to provide safe drinking water for users with nitrate-contaminated water and identify the reasonable and feasible best management practices and treatment strategies that will establish a nitrate balance, within the defined management area. The management zone plan would also develop a long-term plan for restoring groundwater to meet applicable water quality objectives. The SNMP recommends the inclusion of a Groundwater Management Zone Policy within the Basin Plans to define a proper management zone and the criteria for approval by the Central Valley Water Board. The Central Valley Water Board would review, approve, and oversee the management zones and the local management plans. The management zone option provides an opportunity for dischargers and others to identify cooperative actions that may be more cost-effective and efficient than individual actions.

NEXT STEPS

January 2017: SNMP released for Public Review

March 9, 2017: SNMP presented to the Central Valley Water Board

October 2017: Draft Basin Plan Policy Amendments drafted to reflect the recommended SNMP policy changes

February 2018: Basin Plan Amendments Considered by the Central Valley Water Board

April 2018: Basin Plan Amendments Approved by the Central Valley Water Board

June 2018: SNMP approved by the State Water Resource Control Board

August 2018: SNMP implementation, following approval by the California Office of Administrative Law (OAL) and approval of surface water portions by the U.S. Environmental Protection Agency (EPA)

CONNECT, STAY INFORMED, GET INVOLVED

CV-SALTS: www.cvsalinity.org.

Central Valley Water Board: www.waterboards.ca.gov/centralvalley/water_issues/salinity/index.shtml

INFORMATION CONTACTS

Pamela Creedon or Jeanne Chilcott, Central Valley Water Quality Control Board

(916) 464-4839 or (916) 464-4788 Jeanne.Chilcott@waterboards.ca.gov

Daniel Cozad, Central Valley Salinity Coalition, 909-747-5240, dcozad@cvsalinity.org

SNAPSHOT OF PROPOSED CHANGES TO REGULATORY PROCESS FOR SALT AND NITRATE

CURRENT SALT AND NITRATE REGULATORY PROCESS

Salt and Nitrate are Regulated where They Discharge to Surface and Ground Waters

Parts of the Central Valley have salt and nitrate accumulation problems, and in some areas, groundwater concentrations have contributed to unsafe drinking water. The State Water Resources Control Board (State Water Board) and Central Valley Regional Water Quality Control Board (Central Valley Water Board), through the issuance of Permits, WDRs, and Waivers, regulate salts and nitrates discharged into surface water and groundwater from agricultural, industrial, and municipal discharges. The state assesses fees for these permits and WDR's.

In Some Areas of the Central Valley, Complying with Regulations is Virtually Impossible

All dischargers of salts and nitrates including farmers, dairies, food processors, wastewater treatment plants, and municipal water suppliers must use best management practices to meet current safe drinking water standards. Even when implementing these practices, meeting the standard for achieving clean drinking water, is not currently possible. Recent studies show that even when using new/alternate water treatment techniques, it would likely take 50 to 100 years to fully clean-up the groundwater from the effects of nitrates. Providing safe drinking water must occur sooner.

Current regulations are uniform and do not offer the flexibility needed to account for variable soil, climate, hydrology, aquifers, crops, farming practices, and other factors to assure safe drinking water is addressed in the near-term.

Action is needed now to protect public health risk by providing safe drinking water and to add flexibility to the regulatory process to allow farmers and dairies to stay in business.

HOW WOULD IT WORK WITH THE NEW REGULATORY STRUCTURE FOR SALT AND NITRATE?

The CV-SALTS initiative started in 2006, when regulators and those being regulated, along with local government and environmental interests, began to work together to identify new, more flexible ways solve the salt and nitrate problem. Out of this work, came the *Salt and Nitrate Management Plan*, which proposes new, flexible regulatory options to keep agricultural and industrial interests in business, while providing safe drinking water, and ultimately, over a longer timeframe, rebalancing salts and nitrates and restoring groundwater quality. The Water Boards would, after public review, incorporate the new regulations into existing Basin Plans by amendment, and identify the high priority areas where drinking water is at unsafe levels and action would begin.

In the high priority areas identified in the Basin Plans, agricultural, industrial, and municipal dischargers would need to decide to: (1) continue to be regulated as an individual discharger under current permitting processes and meet standards, (2) become a part of a locally established Nitrate Management Zone, or (3) be regulated under alternative permitting process as an individual applying an alternative nitrate management plan.

EXAMPLE OF PARTICIPATING IN A NITRATE MANAGEMENT ZONE

For those not able to comply with current nitrate regulations, joining a management zone offers a new option. Once a management zone is established among dischargers, water providers, and local government, the participants develop and implement a management plan that first provides safe drinking water in the zone, and then identifies the best available management practices and controls to achieve a nitrate balance, and over the long term, to restore the water quality in the groundwater basin. The Central Valley Water Board would review, approve, and oversee the plan.

By joining a nitrate management zone, the dischargers, in exchange for first providing resources to offer safe drinking water, are granted more flexibility and time to define how their zone would achieve nitrate compliance. When the management zone develops nitrate compliance requirements based on local conditions, and implement actions collectively, then compliance is more efficiently and cost effective.

WHAT IS THE COST FOR THE NEW SALT AND NITRATE PLAN IMPLEMENTATION?

The cost of establishing a management zone, with a locally tailored management plan, cannot be estimated now. The first step toward improved and attainable nitrate management is to amend the existing Basin Plans to include the new, flexible regulatory framework proposed in the Salt and Nitrate Management Plan. Once the new recommend regulatory policies are incorporated into the Basin Plans, and subsequently approved by the State Water Board, then high priority areas within the Central Valley will be identified. In these areas, local dischargers can work individually or together to develop a tailored management plan, with oversight from the Central Valley Water Board, and estimate the cost for implementation. It is anticipated that state and federal funding can be identified to assist with implementation management plan projects.

Overview of the Salt and Nitrate Management Plan January 2017

Over the last 150 years, increasing agricultural, municipal, and industrial activities, coupled with population growth, have resulted in dramatic increases in salts and nitrates in soils, groundwater, and surface water—a situation that continues today. Communities rely on these water sources to support beneficial water uses, including agriculture, industry, drinking water supplies, and the environment. The elevated salt and nitrate concentrations impair, or threaten to impair, the region's water and soil quality, which in turn threaten drinking water supplies, agricultural and industrial productivity, and quality of life. The historic and, to a lesser extent, current accumulations impact water quality and, in some communities, have caused unsafe drinking water. To restore water quality and preserve the future of the Valley, new and improved agricultural, industrial, and municipal water system management practices have been implemented. However, more is needed to first provide safe drinking water and then reduce salt and nitrate discharges.

The Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS) completed the Central Valley Salt and Nitrate Management Plan (SNMP), publicly released in January 2017. The SNMP recommends that the Central Valley Water Quality Control Plans (Basin Plans) be amended to incorporate new requirements for managing salt and nitrate in the Central Valley. The Central Valley Regional Water Quality Control Board (Central Valley Water Board) has initiated the Basin Plan amendment process to incorporate the SNMP recommendations into the Basin Plans. This process is expected to be completed in 2018.

CV-SALTS is a collaborative effort among agriculture, business, environmental interests, and State regulators to develop an SNMP for the entire jurisdictional area under the Central Valley Water Board. Throughout its development, CV-SALTS relied on the following overall goals to guide its decision-making:

- Sustain the Valley's lifestyle.
- Support regional economic growth.
- Retain a world-class agricultural economy.
- Maintain reliable, high-quality water supplies for municipal, agricultural, and industrial uses.
- Protect and enhance water quality in Central Valley streams, rivers, and groundwater basins.

The Central Valley SNMP establishes the minimum or default expectations for managing salt and nitrate in discharges to surface and ground water and addresses legacy and ongoing salt and nitrate accumulation issues. The SNMP provides the over-arching framework for managing salt and nitrate in the Central Valley by establishing three management goals to guide implementation:

1. Ensure a safe drinking water supply;
2. Achieve balanced salt and nitrate loadings; and
3. Implement managed aquifer restoration program

These goals are prioritized to recognize the need to focus limited resources on the most important water quality concerns: First, focus on health risks from potentially unsafe drinking water; second, focus on balancing salt and nitrate loading to receiving waters; and finally, seek to restore affected groundwater, where reasonable and feasible.

Required and voluntary activities leading to salt and nitrate balance are already underway, including preparation and implementation of nutrient management plans, improved irrigation practices, real-time

management of discharges, pilot studies, monitoring, and research. The SNMP proposes a framework to support, continue, and expand current efforts.

Considering the hydrologic, geologic, and climatic diversity of the Central Valley, the SNMP prioritizes areas that have the most significant nitrate affected drinking water. The SNMP also encourages local and/or regional groups to come together and develop appropriate management plans to provide safe drinking water and implement cost-effective measures to balance salt and nitrate loading to surface and ground water. Once developed locally and based on the specific area needs, the Central Valley Water Board would review, approve, and oversee these local management plans.

Restoring affected groundwater basins will be a long-term, resource-intensive effort. Thus, the SNMP recommends funding and management structures, with timelines and interim milestones, for undertaking restoration efforts.

The SNMP is built on a strong regulatory, technical, and policy foundation. Key elements include:

Assessment of Current Conditions: The SNMP identifies current ambient water quality and estimated available assimilative capacity in upper, lower, and production zones of groundwater basins and sub-basins.

Regulatory Analyses: The SNMP describes research to define reasonable protection of existing and probable future beneficial uses of water for Municipal and Domestic Supply (MUN) and Agricultural Supply (AGR).

Technical Analyses: The SNMP describes studies to provide the basis for recommendations for the short and long-term management of salt and nitrate throughout the Central Valley, including nitrate drinking water treatment and local and regional salinity management needs, such as a regulated brine line for salt export.

Archetype/Prototype Studies (“Proofs of Concept”): To better explain potential policy changes (and how they might work in practice), the SNMP includes Proofs of Concept studies that provide examples and/or guidelines for consideration when implementing various elements of the SNMP.

Recommended Policies: The SNMP identifies 11 proposed policy changes or clarifications to the Basin Plans to facilitate SNMP implementation by providing new authorities for the Central Valley Water Board to supplement its existing authorities. These proposed changes are described in additional supporting fact sheets available on the CV-SALTS website<hyperlink>.¹

- **Groundwater Management Zone Policy** – Amending the Basin Plans to establish a programmatic approach to nitrate management through formation of groundwater management zones. Groundwater management zones would be defined geographic areas, such as a portion of a larger groundwater basin/subbasin, that serve as discrete regulatory compliance units for compliance with the SNMP’s nitrate management requirements.
- **Nitrate Permitting Strategy** – Establishing pathways for dischargers to comply with the SNMP’s nitrate management requirements either as an individual discharger or as a participant in a management zone.
- **Salinity Management Strategy** - Recommending a phased, long-term salinity management program that considers innovative salt management strategies for both the short and long-term and establishes an Interim Salinity Permitting Approach to support the phased strategy.
- **Revision of the Exceptions Policy for Waste Discharges to Groundwater (Exceptions Policy)** – Recommending revisions to the existing Salinity Exceptions Program to allow exceptions for

¹ <Insert web address for policy descriptions>

nitrate, revise the potential term for an exception, and modify the conditions for authorization of an exception to reflect the goals of the SNMP.

- **Salinity Management to Provide Reasonable Protection of AGR Beneficial Uses in Groundwater (AGR Policy)** – Establishing a long-term approach for salt management to protect the AGR beneficial use will be further developed during the Implementation and the Prioritization and Optimization Study to assist local entities in determining the most effective and economical salinity management options and engineer the regional brine line.
- **Salinity Variance Policy** – Providing the Board with the necessary authority and flexibility to permit salinity discharges consistent with the SNMP and its Salinity Management Strategy.
- **Offsets Policy** – Amending the Basin Plans to allow the use of offsets as an alternative compliance tool for the management of salt and nitrate in the Central Valley. See attached detailed description.
- **Drought and Water Conservation Policy** – Amending the Basin Plans to specifically address salinity-related concerns in effluent discharges that may arise from the impacts of drought or increased implementation of water conservation practices when establishing discharge permit requirements.
- **Guidelines to Implement Secondary Maximum Contaminant Level Policy** – Amending the Basin Plans to clarify how secondary maximum contaminant levels (SMCLs) are implemented in discharge permits.
- **Guidance for Developing Alternative Compliance Projects for Nitrate Discharges** – Amending the Basin Plans to incorporate guidelines for submitting an Alternative Compliance Project, which would allow more effective treatment or management of nitrate than could be required by existing regulation.
- **Factors to Support a Maximum Benefit Finding** - Providing guidance for making a finding that approving and implementing a proposed project to manage salt or nitrate would be consistent with the maximum benefit to the people of the state, as stated in the State Antidegradation Policy.

The SNMP is also implemented through three Central Valley Water Board Basin Plan amendments planned for adoption in 2017:

- **Municipal Supply in Agricultural Areas** – Incorporating a process into the Basin Plans for determining appropriate designation and level of protection of MUN in agriculturally dominated water bodies.
- **Salt and Boron in the Lower San Joaquin River** – Setting salt/boron water quality objectives and adding/modifying an implementation program for the Lower San Joaquin River.
- **Beneficial Uses in the Tulare Lake Basin** – Evaluating the designation/de-designation of the MUN and AGR beneficial uses in a portion of the Tulare Lake Bed Groundwater Basin.

Website for more information: www.cvsalinity.org/

DRAFT EMAIL TO SEND TO COLLEAGUES RE: CV-SALTS SNMP

Colleagues/members (or whatever is the best word to use for your associates):

I am pleased to share with you today an important step toward supporting the economic future of the Central Valley. After nearly a decade of collaboration among stakeholders, regulators and those being regulated, CV-SALTS (Central Valley Salinity Alternatives for Long-Term Sustainability) has finalized the *Central Valley Salt and Nitrate Management Plan* (SNMP). It is now available for review [here](#).

This is a First, Key Step Toward Localizing Solutions for Salt and Nitrate Problems

For the Central Valley's regulatory process for salt and nitrates to be more effective, updated regulations are needed, largely because the current regulations are limited in the ability to address immediate safe drinking water needs and to develop management plans tailored to local needs and conditions. The development of the SNMP is the first step toward changing the current regulations to be more effective, efficient, and workable. For the current regulations to be modified and improved, the regulating authority, the Central Valley Water Quality Control Board, must amend the two Basin Plans (Tulare Lake Basin and Sacramento River/San Joaquin River Basin Plan). The SNMP recommends the much-needed regulatory policy changes to be included in the Basin Plan amendments. The Central Valley Water Board will begin the public process for amending the Basin Plan to incorporate the SNMP recommendations at its March 9, 2017 meeting. The Basin Plan Amendment process is expected take about a year to complete.

Why Another Plan and Why Should You Care about This One?

CV-SALTS originated in 2006 to address, from a new perspective, the elephant in the room—the historic and ongoing accumulations of salts and nitrates in the Central Valley. If left unaddressed, salts and nitrates will bring harm to our economic sustainability, our water quality, and ultimately our livelihoods. The collaborative effort among agencies, regulated communities, and interest groups has completed in-depth scientific and technical studies to understand the nature and extent of the problem and design near- and long-term solutions.

The SNMP proposes changes to how salt and nitrate are regulated:

1. The plan recommends regulatory policy changes that are needed to make the regulatory process more efficient, effective, and workable for you and the community.
2. The plan provides short- and long-term management solutions to ensure safe drinking water throughout the Central Valley, balanced salt and nitrate loadings in your area, and, over a longer period, restoration of the Central Valley groundwater basins.
3. These policy changes will allow greater flexible for farmers, dairies, industries, and other dischargers to work together or independently on local solutions to salt, nitrate, and groundwater quality problems, with oversight by the Central Valley Water Board.

I have attached a short description of CV-SALTS and the Salt and Nitrate Management Plan. More information about CV-SALTS is available [here](#). I encourage you to get engaged in the Central Valley Water Board Basin Plan Amendment process over the next year to ensure that

new requirements help all of us solve this complex problem. The Central Valley Water Board is accepting written comments on the [Basin Plan amendment process](#) before February 21, but CV-SALTS participants welcome your questions and thoughts at any time. <Note that the Regional Board page has not been updated yet with March 9 hearing info or comment information>.

Feel free to call me if I can provide any additional information or answer questions.

Sincerely,

CV-SALTS LETTERHEAD

FOR IMMEDIATE RELEASE
February date, 2017

For More Information Contact:
Daniel Cozad, 909-747-5240

SOLUTIONS IDENTIFIED TO RETURN CLEAN DRINKING TO THE CENTRAL VALLEY

MANAGEMENT PLAN RELEASED TO REDUCE SALT AND NITRATE POLLUTION AND RESTORE WATER QUALITY

After a decade of technical studies and consensus building, a coalition of agriculture, cities, industry, environmental and regulatory agencies working together, under the Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS), released a new comprehensive *Salt and Nitrate Management Plan* (SNMP) for public review. On March 9, 2017, the Central Valley Regional Water Quality Control Board (Central Valley Water Board) will hold a public hearing to consider adoption of a resolution to accept the SNMP and direct Central Water Board staff to initiate Basin Plan amendments to incorporate recommendations from the SNMP into the Basin Plans. The hearing will be held at 9 am, Central Valley Regional Water Quality Control Board, 11020 Sun Center Drive, Suite 200, Rancho Cordova, CA 95670. The SNMP is available for review at www.cvsalinity.org. Public comments may be made at the March 9 hearing, online at www.cvsalinity.org, or in writing to XXXX. Public Comments will be accepted through February 21, 2017.

Increased population growth and agricultural activity have led to a dramatic increase in salts and nitrates in surface water, groundwater, and soils in the Central Valley (Valley). Salt and nitrates are entering the ecosystem from a wide variety of agricultural, industrial, and municipal sources ranging from fertilizers to failed septic systems to municipal treatment ponds.

“Creating a more flexible regulatory framework,” said **NAME, TITLE**, “that provides both short- and long-term solutions, along with options for local control, for salt and nitrate management in surface and groundwater, is crucial for the economic sustainability of the Valley.”

The Central Valley SNMP defines three goals: (1) first, ensure a safe drinking water supply by addressing the nitrate impacts, and (2) then work to achieve balanced salt and nitrate loadings through improved management actions, and (3) finally, over a longer time period, restore the

water quality in groundwater basins. Additionally, the SNMP recognizes that management plans for nitrates and for salts are different, yet both are complex and will take time to implement.

The Valley's nitrate accumulations are more directly related to potential public health risk, and as such, the need to provide safe drinking water is the top priority of the SNMP. As the Valley encompasses 60,000 square miles, with a variety of terrains, hydrologic conditions and soils, there is no single, uniform solution for reducing the levels of nitrates in drinking water. To restore the regions water quality, the SNMP offers several different solutions that can be tailored to specific local conditions and needs.

Existing State regulations limit the Central Valley Water Board's ability to consider new, innovative nitrate or salt management strategies, particularly as they relate to providing safe drinking water. Therefore, the SNMP recommends policy changes be made to existing Basin Plans, by amendment, that govern water quality in the Valley. These changes will offer a more flexible regulatory framework as today many dischargers are not able to comply with the current regulatory structure.

The recommend SNMP policies allow for the regulated community (farmers, food processors, dairy operations, and others) to provide safe drinking water now as an initial action, allowing implementation of a nitrate controls and cleanup measures to follow, either individually or through the establishment of local management areas. Local decision-making, with State oversight, allow the development effective solutions by considering local conditions and appropriate management strategies. The proposed SNMP policies also allow dischargers to develop independent data for their discharge area. Then, using this data, a discharger or group of dischargers could propose revised permit requirements if default requirements were not applicable to local conditions and discharges.

To rebalance nitrate and salt loadings over time, and ultimately restore water quality in the regions aquifers, a more complex set of long-term solutions in the areas of source control, water management, and treatment to reduce or reuse the nitrate are needed. The SNMP represents a crucial starting point and roadmap toward preserving the economic fabric of the Central Valley.

CHALLENGES IN THE CENTRAL VALLEY FOR LONG-TERM MANAGEMENT OF SALT & NITRATE

- More salts enter the Lower San Joaquin and Tulare Lake Basins than leave or are removed.
- Dams and imported water supplies, so important for the Valley economy, have reduced the natural flushing of salt and increased the amount brought into the Valley.
- Groundwater use has increased to meet water demands.

- Broad expanses of groundwater aquifers have been affected by legacy nitrate concentrations.
- Salt concentrations in the groundwater are naturally high in some areas and increasing in most areas.
- There are few economically feasible options for removing salt from the Valley.

EXAMPLE OF REGULATORY OPTIONS FOR NITRATE MANAGEMENT

If the Central Valley Water Board and the State Water Board adopt the proposed policies related to nitrate management, nitrate dischargers such as farms, dairies, wastewater treatment plants, and certain industries would have the following three compliance options. Currently, “traditional permitting” is the only option available.

Traditional Permitting. The traditional, or current, permitting approach uses existing regulatory Waste Discharge Requirements (WDRs) and Conditional Waivers issued by the Central Valley Water Board. Each individual discharger must meet specified water quality standards at the discharge point to receiving waters, the base of the root zone, or the top of the groundwater aquifer, depending on the discharger. This approach may be more straightforward for a single discharger, however, in some areas it may not be possible to meet discharge requirements or address nearby nitrate contamination of drinking water.

Management Zones. *This is a new regulatory option.* In local or regional areas with high priority nitrate problems, nitrate dischargers would work collectively with water providers, local government, and others to establish a plan to provide safe drinking water for users with nitrate-contaminated water and identify the reasonable and feasible best management practices and treatment strategies that will establish a nitrate balance, within the defined management area. The management zone plan would also develop a long-term plan for restoring groundwater to meet applicable water quality objectives. The SNMP recommends the inclusion of a Groundwater Management Zone Policy within the Basin Plans to define a proper management zone and the criteria for approval by the Central Valley Water Board. The Central Valley Water Board would review, approve, and oversee the management zones and the local management plans. The new management zone option provides an opportunity for dischargers and others to identify cooperative actions that may be more cost-effective and efficient than individual actions.

Alternative Nitrate Permitting. *This is a new regulatory option.* In some areas of the Central Valley, and for some types of dischargers, both the traditional permitting and management zone designation may not be feasible, reasonable, or practicable. Accordingly, the SNMP Nitrate Permitting Strategy proposes an alternative permitting approach. This approach would allow an individual discharger to propose an alternate plan and timeline to achieve water quality goals and objectives in the Basin Plan. For example, depending on local conditions, such a plan could address high priority drinking water needs immediately while implementing a longer-term plan to meet nitrate discharge requirements.

NEXT STEPS

February 2017: SNMP released for Public Review.

March 2017: SNMP presented to the Central Valley Water Board for discussion at an informational workshop.

October 2017: Draft Basin Plan Policy Amendments that reflect the recommended SNMP policy changes (for Tulare Lake Basin and for Sacramento River/San Joaquin River Basin Plan).

February 2018: Basin Plan Amendments Considered by the Central Valley Water Board.

April 2018: Basin Plan Amendments Approved by the Central Valley Water Board.

June 2018: SNMP approved by the State Water Resource Control Board.

August 2018: SNMP implementation begins after approval by the California Office of Administrative Law (OAL) and approval of surface water portions by the U.S. Environmental Protection Agency (EPA).

WHY ARE SALTS AND NITRATES ARE ACCUMULATING IN THE CENTRAL VALLEY?

Since the 1850s, the Central Valley has seen significant population growth and increased agricultural activity. There have been dramatic increases in salts and nitrates in surface water, groundwater, and soils. In parts of the Central Valley, there are inadequate natural outlets for salt, such as a river running to the ocean. In many places, there is no way out and the salt accumulates in the soil and water.

Salt and nitrates are entering the ecosystem from a variety of sources that include agricultural fertilizer nitrates and soil amendment, industrial waste from food processing, municipal waste from water treatment plants, animal feeding operations including dairies, and more. Agricultural groundwater pollution comes from fertilizers, pesticides, animal waste and irrigation leaching. In urban areas, groundwater pollution can come from leaking underground fuel tanks, industrial waste discharges, commercial facilities, failed septic systems, municipal treatment ponds and landfills.

As surface and groundwater supplies become more scarce and as wastewater streams become more salt concentrated, the impact of too much salt is occurring with greater frequency and magnitude. Studies undertaken for the development of the SNMP are showing significant concentrations of nitrates in surface water and water wells, particularly in the San Joaquin Valley. The Central Valley has the highest number of dairies and agricultural lands, as well as more than 50 percent of all the septic systems in California. The Central Valley also has a high number of wastewater treatment plants.

CV-SALTS EXECUTIVE COMMITTEE MEMBERSHIP

The CV-SALTS Executive committee is made up of CVSC Members plus State and Federal, and Environmental Justice interests entities who are not members of CVSC. CVSC members pay the costs for the development efforts.

The Executive Committee comprises 30 members: 6 committee chairs, 6 representing Non-Governmental Organizations, Federal and State agencies, and 18 members of the Central Valley Salinity Coalition (all 29 CVSC members are listed below).

The following state and federal agencies are represented on the Executive Committee:

- State Water Resources Control Board*
- Central Valley Regional Water Quality Control Board*
- CA Department of Water Resources*
- US Bureau of Reclamation*

CENTRAL VALLEY SALINITY COALITION (CVSC) MEMBERS as of 1/117)

- | | |
|--|--|
| 1. California Association of Sanitation Districts | 16. Northern California Water Association |
| 2. California Cotton Growers and Ginners Association | 17. Pacific Water Quality Association |
| 3. California League of Food Processors | 18. Sacramento Regional County Sanitation District |
| 4. California Resources Corporation | 19. San Joaquin County and Delta Water Quality Coalition |
| 5. California Rice Commission | 20. San Joaquin Tributaries Authority |
| 6. Central Valley Clean Water Association | 21. San Joaquin Valley Drainage Authority |
| 7. City of Davis | 22. South San Joaquin Water Quality Coalition |
| 8. City of Fresno | 23. Stockton East Water District |
| 9. City of Manteca | 24. Tulare Lake Basin Water Storage District |
| 10. City of Modesto | 25. Tulare Lake Drainage District |
| 11. City of Stockton | 26. Valley Water Management Company |
| 12. City of Tracy | 27. Western Plant Health Association |
| 13. City of Vacaville | 28. Westlands Water District |
| 14. Dairy CARES/Western United Dairymen | 29. The Wine Institute |
| 15. East San Joaquin Water Quality Coalition | |

CONNECT, STAY INFORMED, GET INVOLVED

CV-SALTS: www.cvsalinity.org

Central Valley Water Board: www.waterboards.ca.gov/centralvalley/water_issues/salinity/index.shtml

CONTACT FOR MORE INFORMATION/INTERVIEW/BRIEFING/PRESENTATION

Pamela Creedon or Jeanne Chilcott, Central Valley Water Quality Control Board
(916) 464-4839 or (916) 464-4788 Jeanne.Chilcott@waterboards.ca.gov

Daniel Cozad, Central Valley Salinity Coalition 909-747-5240 dcozad@cvsalinity.org

CV-SALTS Meeting Calendar

2017

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
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2 February

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8 August

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9 September

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10 October

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12 December

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31						

Notes/Key

Light Red conflicts

Reginal Board Workshop/Hearing

Wed/Thurs 4th or 3rd

Policy Related Meetings

Policy or Admin Calls

Yellow Salty 5

Lower San Joaquin

TAC Meeting

Regional Board Presentation

Wednesday Meetings are DRAFT

May be held by Webinar or

in person in Sacramento half day