

CV-SALTS Public Education & Outreach Committee Meeting

When: **Friday, March 24, 2017 from 9:00 AM to 10:00 AM**

Location: Teleconference Only

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



Agenda

1. **Welcome and Introductions**
2. **Approval of [Minutes of the February 21st meeting](#)**
3. **Outreach Matrix** – Daniel Cozad/All
 - Review Documented Activities
 - [Regional Board Presentation April 7th](#)
4. **March 9th Regional Board Workshop** – Daniel Cozad/All
 - Discuss comments and feedback received on Outreach materials
 - Changes or revisions
5. **Discuss material/product needed** – Charles Gardiner
 - a. [11x17 brochure](#) , and industry inserts
6. **Recap Next Steps and [Set Next Meeting](#)**
7. **Adjourn**

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

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: February 21, 2017 from 9:00 AM to 10:00 AM

Participants: Nicole Bell (Chair), Daniel Cozad, Charles Gardiner, Mary Currie, Cristel Tufenkjian

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the January 30th & February 6th Meetings

- Cristel Tufenkjian moved, and Nicole Bell seconded, and by general acclamation the January 30th and February 6th meeting notes were approved.

Item 3: Outreach Matrix

- Daniel Cozad presented the revised Outreach Matrix. The committee asked for a more detailed explanation of the role of “ambassador.”
- Daniel will revise the matrix and forward with instructions for use as a tracking tool, to those identified as industry contacts on the matrix.

Item 4: Email for Members

- The committee discussed the new Draft Email to Members.
- Daniel will forward both the 1 and 2-page version of the email to the committee for their use.

Item 5: Links to SNMP and Policy Summaries

- The committee expressed concern that the documents were still marked as DRAFT. Daniel will forward them to the Executive Committee via email, requesting approval for distribution, no longer marked as DRAFT. If there is no objection from the Executive Committee, the materials will then be finalized and forwarded to the committee for outreach purposes.

Item 6: Discuss material/product needed

- The committee discussed the 11 X 17 Brochure, and recommended that a more detailed scope be developed. Daniel will develop the scope for the brochure and present to the CVSC for consideration.

Item 7: Recap Next Steps and Set Next Meeting

- A Meet-O-Matic will be sent to the committee to help determine the next meeting date/time.

Item 7: Adjourn

CV-SALTS Communication Planning Update

CV-SALTS has been communicating to stakeholders and potential stakeholders since before the efforts began in earnest in 2006. Several phases of outreach have supported the formation and development phases through 2016. In the implementation preparation phase of Basin Planning specific outreach is planned and ongoing. Finally, at several phases of additional outreach are planned for implementation and the Prioritization and Optimization Study for Regulated Brine Line and related infrastructure and programs. The following list provides a summary of the phases and which years they occurred.

- Initiation – Awareness and Study support 2006-2010
- Engagement – Participation 2008 -2016
- **Implementation Preparation - Outreach 2015-2018**
- Implementation Outreach -2018 to 2020
- Management Zone and Local Community Outreach 2017 and on
- P&O Study engagement 2018 and on

Outreach planning and materials are supported by funding from Central Valley Salinity Coalition

Current Implementation Preparation Outreach

The CV-SALTS initiative has from the beginning had a Public Education and Outreach Committee (PEOC) under the Executive Committee. This committee works with staff support from CVSC and the State Board to plan and implement outreach. The Communication Plan (attached) includes and Outreach Matrix to expand the understanding of regulated entities and their communities, as well as others that should understand the program its implications and benefits. The matrix used a Distributed Communications approach based on the connections to community and industry that PEOC members have. The matrix identifies the following which are represented in the PEOC.

- Agriculture by Area, North, Sacramento, San Joaquin, and Tulare
- Dairy
- Food Processing
- POTWs
- Oil and Gas
- EJ and Water Boards
- Media and local communities

There are 20 members supporting local/regional outreach including EJ Groups as members of the PEOC. We make presentations and have a group of folks, many you heard from who make presentations to their industry and communities. We have learned that timing is important, some participants want participate in setting the rules and some just need their problem fixed. Appropriate timing is key to success.

CV SALTS

CENTRAL VALLEY SALINITY ALTERNATIVES FOR LONG-TERM SUSTAINABILITY

DRAFT

SALT & NITRATES

Threat to Water Quality and the Economy

The Central Valley (Valley) is the epicenter of California's economy—providing water for people and businesses from San Francisco to San Diego, as well as food for California, the nation, and the world. Over the last 150 years, increased agricultural, industrial, and municipal activities, coupled with population growth, have resulted in dramatic increases in salts and nitrates in groundwater, soils, and surface waters. In some communities the nitrate concentrations have created unsafe drinking water. Salt accumulations have resulted in 250,000 acres being taken out of production and 1.5 million acres have been declared salinity impaired. If not addressed, the economic impacts of salt and nitrates on the Valley could be staggering.

COMPLIANCE

With Regulation is a Challenge

The discharging of salts and nitrates by agriculture, municipal, and industrial activities is regulated by the Central Valley Water Quality Control Board (Central Valley Water Board). New and improved management practices have already been implemented to reduce salt and nitrate discharges into surface and ground waters, but compliance with current regulations is difficult and in some areas of the Valley even impossible. New, updated, flexible regulations are necessary to protect water quality and maintain a strong economy.

COLLABORATION

To Develop Solutions

In 2006, a coalition of stakeholders, including federal, state and local agencies, permitted dischargers (growers, dairies, municipalities, food processors, etc.), and environmental justice groups, started discussing how to



make compliance with salt and nitrate regulations more feasible for everyone. This initiative is called the Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS). To help fund the technical and scientific studies necessary to support the development of feasible regulations, the Central Valley Salinity Coalition (CVSC) was established in 2008.

NEW PLAN

Underway to Manage Salt & Nitrates

The Central Valley Salt and Nitrate Management Plan (SNMP) was released in January 2017. The SNMP is built on a strong regulatory, technical, and policy foundation. It recommends that the existing Basin Plans be amended (*see page 4*) to reflect the new and revised regulations that allow the flexibility to manage salts and nitrates more locally.

GOALS

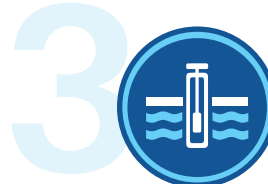
The SNMP establishes three primary management goals to guide implementation.



PROVIDE SAFE DRINKING
WATER SUPPLIES
Short & long term solutions



REDUCE SALT &
NITRATE IMPACTS
Timeframe & costs vary



IMPLEMENT MANAGED
AQUIFER RESTORATION
Where reasonable & feasible

A CLOSER LOOK

Salt Management Plan

NEW APPROACH TO SALT MANAGEMENT

A Long-Term Focus

The current high level of salt in portions of the Valley is a result of a combination of agricultural, industrial, and municipal activities. Dams and imported water supplies have reduced the natural flushing of salt and increased the amount of salt brought into the Valley. Salt concentrations in the groundwater are naturally high in some areas and increasing in most. For example, in the San Joaquin Valley, **2-million tons of salt accumulate every year**. The recent drought increased the use of groundwater with higher concentrations of salt.

Technical studies conclude that a long-term strategy for managing salinity is necessary. Current management activities only address about 15% of the annual salt load, long-term solutions are needed to address the remaining 85%. While this strategy is developed, a permitting approach is recommended to facilitate immediate solutions.

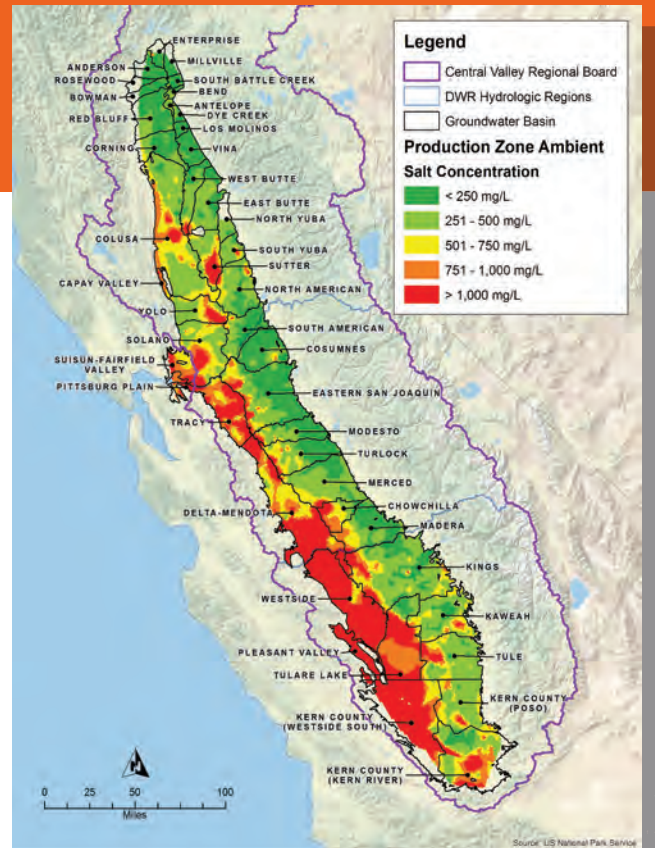


SHORT-TERM SOLUTION:

Interim Salinity Permitting

During the development of a long-term strategy for salt management an Interim Permitting Approach will be used.

- Continued implementation of existing pollution prevention, watershed, and salt reduction plans.
- Continued maintenance of current salinity discharge levels.
- Enforced compliance with Interim Permit Limits.
- Implementation of new salinity management practices and source control activities.
- Monitoring of salinity discharge activities where required.
- Participating in Prioritization and Optimization Study.



LONG-TERM SALT MANAGEMENT

A Phased Approach

1 Development

Perform a Prioritization and Optimization Study to:

- Define potential regional and subregional projects (e.g., de-salters, regulated brine line) and practices (e.g., new treatment controls, development of new water supplies).
- Identify funding sources.
- Establish governance structures to implement largescale projects.

2 Funding

Obtain funding and complete environmental permitting and engineering/design for projects identified in Phase One.

3 Construct Projects

Construct salt management projects developed in Phases One and Two.

A NEW APPROACH

How Nitrate Management Effects You

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WHAT DOES IT MEAN FOR YOU?

Most of the nitrates accumulating in the groundwater come from sources such as manure, fertilizer, and failing septic systems. In the Valley, 90% of residents rely on groundwater wells for drinking water and some of this supply is now unsafe. Currently, dischargers (farmers, growers, dairies, etc.) are regulated for nitrate discharge but in many cases the regulations are difficult or even impossible to achieve. The SNMP is recommending new regulations that encourage dischargers to participate in projects that provide safe drinking water. Those who provide safe drinking water, will be given more time to achieve nitrate compliance.



To streamline resources while addressing nitrate management issues, the Valley has been separated into three areas of priority for nitrate management. The highest priority areas have the greatest number of affected drinking water supplies and will be addressed first. The high priority areas are located in these Basins or Subbasins: Kaweah, Turlock, Chowchilla, Tule, Modesto, and Kings.

What is Different?

Under the new regulations, when a Notice to Comply is received, dischargers would have **two choices**:

1. *Maintain traditional permitting, OR*
2. *Follow the new management zone permitting option.*

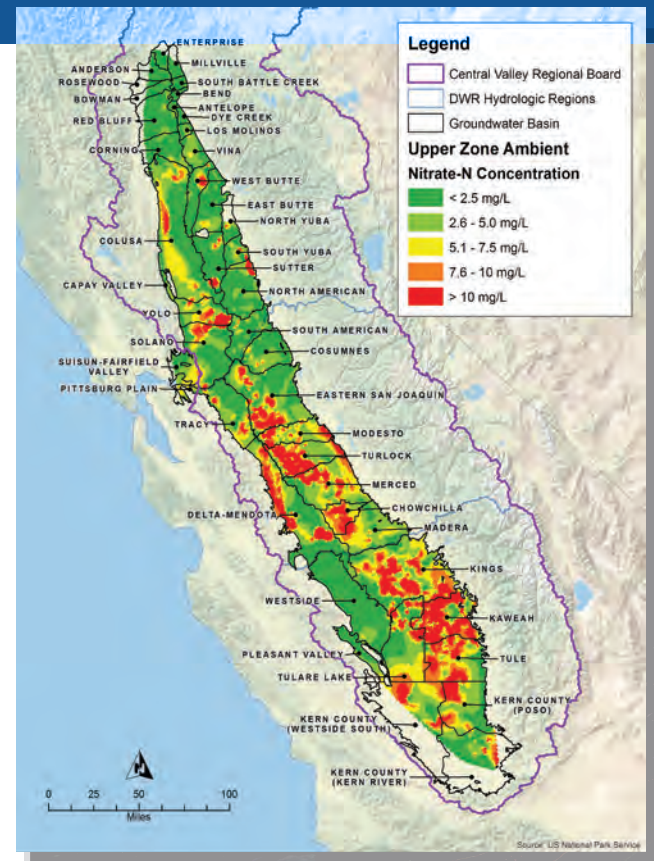
Traditional Permitting

Discharger opts to comply either as an individual grower or farmer or as a third party (*such as a food processing facility or municipality*).

New Groundwater Management Zone Permitting

Discharger opts to work as part of a collective, with other dischargers through the creation of a local management zone that would serve as its own, discrete regulatory compliance unit for nitrate compliance.

Working together, dischargers' first priority will be to provide safe drinking water, and when this is accomplished, dischargers would receive more time to comply with nitrate discharge balancing efforts.



Nitrate Management Zone Pathway

A Closer Look

Here's a possible scenario, once the SNMP regulations go into effect:

Farmer A grows almonds in a high priority area—the Modesto Subbasin where 90% of crops are irrigated. Farmer A has about 25 small neighboring farms. Farmer A receives a Notice to Comply and determines that individual compliance with traditional permitting is not workable or cost-effective. Instead, Farmer A decides to form a management zone with neighbors so they can work together to assure that zone residents have safe drinking water. In exchange, the zone participants are allowed more time and flexibility to achieve nitrate compliance. The Central Valley Water Board provides guidance, oversight, and necessary approvals for management zone creation, planning and implementation.



BASIN PLAN AMENDMENTS IN THE WORKS

The Central Valley Water Board, under the jurisdiction of the State Water Resources Control Board, oversees the regulation of agricultural, municipal, and industrial waste discharges of nitrates and salts within the Valley. The Central Valley Water Board uses two Basin Plans as the basis for regulating water quality: the Sacramento River-San Joaquin Basin Plan and the Tulare Lake Basin Plan. The SNMP recommends 12 new and/or revised regulations for inclusion in the Basin Plans as amendments. Once amended, the Central Valley Water Board will be able to implement regulations that offer greater flexibility, making it easier for dischargers to comply and ensuring safe drinking water in affected areas and long-term progress toward surface and ground water quality.

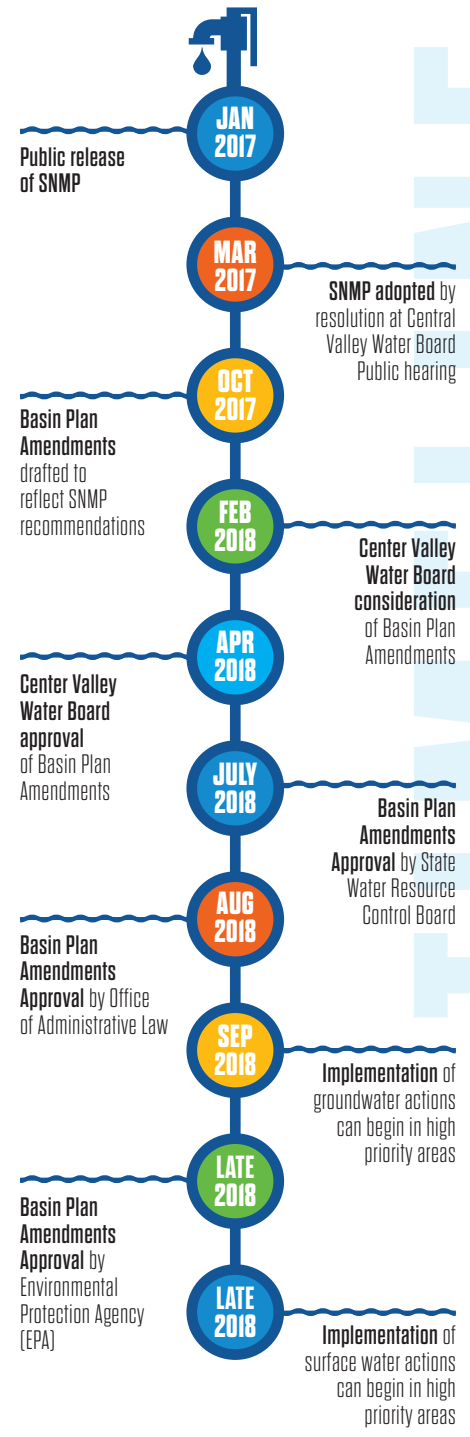
LEARN MORE

Visit any of these online resources to learn more about the CV-SALTS effort:

-  www.cvsalinity.org
-  www.waterboards.ca.gov/centralvalley
-  **Salt & Nitrate Management Plan**
www.cvsalinity.org/docs/central-valley-snpm/final-snpm



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GET INVOLVED

Do you use water in the Valley?
Consider participating in the CV-SALTS planning process!

Visit CVSalinity.org to learn how you can help and to receive CV-SALTS updates.

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
22	23	24	25	26	27	28
29	30	31				

2 February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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3 March

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4 April

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30						

5 May

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6 June

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7 July

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8 August

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9 September

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10 October

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11 November

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12 December

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24	25	26	27	28	29	30
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