

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, March 26, 2019 from 3:00 PM to 4:00 PM**

Location: Teleconference Only

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



Agenda

1. **Welcome and Introductions**
2. **Approval of [January 8, 2019](#), and [February 19, 2019](#) Meeting Notes**
3. **Outreach Matrix Update – Mary and Charles**
 - Review Documented Activities and Feedback
 - [Outreach Tracking](#) <- Link Only
 - Press and broader outreach
4. **ACWA Spring Conference – May 7-10**
 - [CV-Salts Panel Information](#) & Potential Participants
5. **Executive Committee Member Interviews– Mary/Charles**
 - Overview of interviews
6. **Final 4-Minute Video “Nitrates in Groundwater” – Mary/Charles**
 - Can be viewed on CV-SALTS Website at: <https://www.cvsalinity.org/docs/videos.html>
 - Available for download at: <https://vimeo.com/322155619>
7. **Supplemental Public Outreach Brochure – Mary/Charles**
 - Determine focus for [brochure](#)
8. **2019 Initial Outreach Priorities– Mary/Charles**
 - Development of [General PowerPoint](#)
 - Website Update
 - Identification of Key Audiences in Six High Priority Basins
 - Development of Management Zone Video
9. **Recap Next Steps and [Set Next Meeting](#)**

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

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: January 8, 2019 from 3:00 PM to 3:40 PM

Participants: Daniel Cozad, Nicole Bell, Charles Gardiner, Daniel Cozad, Mary Currie, Walt Plachta, Parry Klassen, Cristel Tufenkjian, Anne Littlejohn, Kat Garcia, J.P. Cativiela,

Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the December 4, 2018 Meeting Notes

- Cristel Tufenkjian moved, and Parry Klassen seconded, and by general acclamation the December 4, 2018 Meeting Action Notes were approved.

Item 3: Outreach Matrix

- Mary Currie provided an update on recent items added to the matrix.
 - The outreach workshops had been added to the matrix. It was suggested that the steering committee meetings for the pilot management zones should be added, at least during the outreach phase of those projects. The ACWA Spring Conference, May 7-10, should be added as a future event.

Item 4: Recap of Workshops

- Mary provided a summary of the feedback form results for both Modesto and Tulare. Overall the main take away was the workshops were well-received. Modesto was ranked an 8.6 by attendees, Tulare an 8.65.
 - Some of the additional feedback from committee members:
 - Participants requested more information regarding contacts or agencies they should be trying to connect with, available resources to get started, who to talk to, etc.
 - Tulare participants requested more information on outreach/connection to DAC and EJ communities.
 - Tulare panel was not utilized well, resulting in confusion regarding the role of SGMA in relation to the CV-Salts Management Zone process.
 - Modesto workshop went well and is a better template to follow for future workshops.
 - Back up presenters for Tim and Tess's portions need to be prepared and available to fill in if needed.
 - The potential role of the GSAs in the Management Zone process needs to be clarified.

Item 5: 2019 Communication Plan

- The committee was asked to consider the most important education and outreach goals for 2019. Some of the feedback provided by the committee:
 - Parry Klassen suggested developing a new outreach document that localizes the message for the pilot study areas. Specifically, one for Turlock and one for Kings area. 8-12 pages with articles on regulation, groups that are forming, an update on GSA activity, etc. An informational piece that could be used for those not around the table and informs and provides a vision of what we are trying to do for those we want to bring in to the process.
 - Once the P&O Workplan is complete the committee should also look at updating the outreach documents for salt and the P&O Study.

Item 6: Recap Next Steps and Set Next Meeting – Next PEOC Meeting set for Tue., February 19th @ 3:00.

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: February 19, 2019 from 3:00 PM to 3:30 PM

Participants: Nicole Bell (chair), Charles Gardiner, Mary Currie, Patrick Pulupa



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above. Due to the small number of participants some items were discussed only briefly or deferred to the March PEOC meeting.

Item 2: Approval of Minutes of the January 8, 2019 Meeting Notes

- This item was deferred to the March PEOC Meeting.

Item 3: Outreach Matrix

- Mary Currie provided an update on recent items added to the matrix.
 - Some early outreach activities for 2019 have been added to the matrix. A copy of the draft Communications Plan for 2019, plus a reminder to enter any contacts into the outreach matrix, was forwarded to the PEOC on February 12, 2019.

Item 4: Four Minute Video Approval

- Suggested edits have been incorporated into the video and the final version will be presented to the Executive Committee for approval on Thursday 21, 2019..

Item 5: 2019 Communication Plan

- Charles Gardiner summarized the draft 2019/2020 Communications Plan and highlighted some of the key actions and deliverables for 2019. Focus items identified for discussion at the next PEOC meeting:
 - Results of interviews with Executive Committee members on current communication networks and social media use.
 - Development of supplemental brochure covering the timeline and requirements of both the Salt and Nitrate Control Programs.
 - Outcome of discussions with video production company on options for production of second video focusing on “Management Zones.”
 - Specifics on proposed update of CV-SALTS website to provide easier access to public information materials.

Item 6: Recap Next Steps and Set Next Meeting – TBD

From: Adam Borchard <AdamB@acwa.com>
Date: March 4, 2019 at 7:19:02 AM PST
To: 'Daniel Cozad' <dcozad@cvsalinity.org>
Cc: WilliamDiedrich <agspray@sbcglobal.net>
Subject: RE: ACWA Spring 2019 Conference - CV-SALTS program

Hi Daniel,

I've received some additional direction from our new Executive Director Dave Eggerton about this program. He likes the focus on CV-SALTS and the interaction with SGMA implementation. He would like to broaden the appeal of the program to ensure more of a statewide applicability (i.e., why should southern Californians or Bay Area residents care about these multiple water resource regulatory programs and requirements). I think there is enough material from the December workshops, and the speakers from the workshops are certainly renown water experts. I think we can work with what we've got. I just wanted to make sure that you understand where ACWA is coming from for purposes of this program.

I will be out of the office for the next two weeks with the California Agricultural Leadership Program. Although I will be gone, please let me know if you would prefer to reach out to the speakers from the December workshops or if you have any questions or comments.

Bill and Daniel – Below is the preliminary title for the program which will be on Wednesday, May 8. Please let me know if you have any suggested revisions.

CV-SALTS, SGMA, and Other Regulations: Adding salt to the wound or an opportunity to make one's own destiny?

California's water regulatory landscape contains a myriad of programs, policies, requirements, and mandates, some of which involve the same or similar information, stakeholders, and objectives. In California's Central Valley, farmers, cities, and water agencies are facing pending deadlines under the Sustainable Groundwater Management Act and CV-SALTS, both of which will regulate the use and quality of water. If local entities do not collaborate locally to achieve the policy outcomes, the State of California may soon assert itself as the regulatory enforcer. Sponsored jointly by ACWA's Agriculture and Water Quality committees, this program will explore these and other regulatory requirements, the challenges involved in achieving the mandated policy goals, and lessons for the rest of California.

Thanks,

Adam Borchard

Regulatory Advocate
Association of California Water Agencies
Main: 916.441.4545 | Cell: 916.397.0160

Date: March 10, 2019

To: Daniel Cozad and PEOC members

From: Charles Gardiner and Mary Currie, The Catalyst Group

Re: Supplemental Outreach Brochure

The existing CV-SALTS general outreach brochure and industry-specific fact sheets have been effective outreach tools, providing basic information about the challenges and coming regulations. The original CV-SALTS public outreach brochure was finalized for circulation in June 2017. In June 2018, the timeline was updated. The brochure provides an overview of CV-SALTS, the coming changes to regulations for salts and nitrates, a brief explanation of the Basin Plan Amendments and a timeline for implementation. It is available in English and Spanish.

Over the last 20 months, members of the PEOC and Executive Committee have distributed the outreach brochure to their respective industry groups. It remains a useful basic information tool for dischargers in all industries. It will likely remain useful until after State Board approval of the Basin Plan Amendments, now set for May 2019 (Daniel?), and the subsequent approval by the Office of Administrative Law in July 2019 (Daniel?).

For 2019, one of the primary communication goals is to expand the general outreach and communications to agricultural, municipal, and business interests that will have to comply with the new regulations with a focus on the six high priority basins and subbasins. Over the next few months, Catalyst will research and expand the electronic list of contacts within these interest groups, specifically within the high priority areas. Additionally, through interviews with Executive Committee members in March 2019, the communications network will also be expanded.

With the expanding outreach network, it is time to consider the best approach for the supplemental outreach brochure included in the 2019 Communication Plan. The following are three options for consideration at the March PEOC meeting:

- A. Reshape the two previous fact sheets on the compliance pathways and requirements for the Nitrate Control Program and the Salt Control Program. These fact sheets could be combined to highlight the timelines and requirements for each program and serve as a supplement the original general outreach brochure.
- B. Develop a tailored and localized information piece to highlight what is happening in the two pilot management zones.
- C. Take a wait-and-see approach and determine an approach later in the year.
- D. Other approach?

Date: March 17, 2019

To: PEOC

From: Charles and Mary, The Catalyst Group

RE: Thoughts about a general PowerPoint about CV-SALTS & Management Zones

One of the deliverables for 2019 is an updated, simplified PowerPoint presentation that could be presented by most anyone involved in CV-SALTS. Here is our current thinking for your input.

PowerPoint Goals

1. Explain the problem, the CV-SALTS program, and the resulting new compliance option - Management Zones.
2. Keep it simple and visual.
3. Build it so minimal training required.
4. Make it available online for interested parties to view on their own.

Draft PowerPoint Outline

Explain the Problem

Nitrate and Salt pollution in surface and groundwater
Drinking water and potential for human health impacts

CV-SALTS created to solve the problem

Three Goals – what they are and why they matter
Basin Plans Amendments
Resulting Salt and Nitrate Control Plans

Priority Areas for Nitrate

Current Regulations are not working well
State offering a new approach – Management Zones

Management Zones

High-Priority Areas are initial focus for formation
What is a Management Zone?
Why is a Management Zone Beneficial?
Who should participate in a Management Zone?
What is the outcome of having a Management Zone?
Pilot Projects underway now

Traditional Permitting for Nitrates

Still an option
Will include additional requirements

A bit about the Salt Control Program

P & O Study coming

How to Get More Information about CV-SALTS and Pilots

NOTE: Industry specific slides could also be developed and inserted when needed.

Approved

CV-SALTS Meeting Calendar

2019

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	
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27	28	29	30	31			

2		February					
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24	25	26	27	28			

3		March					
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31							

4		April					
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
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28	29	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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29	30						

10		October					
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11		November					
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12		December					
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22	23	24	25	26	27	28	
29	30	31					

Notes/Key

Light Red conflicts

Third Thursdays Where possible

Executive Committee Meetings

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

Yellow Salty 5

Regional Board Workshops/Hearings

TAC Meeting

PEOC Committee