

## CV-SALTS Public Education & Outreach Committee Meeting

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**When:** **Tuesday, June 16, 2020 from 3:00 PM to 4:00 PM**

**Location:** Zoom Meeting Only

**The link for the meeting is:** <https://us02web.zoom.us/j/85640788530>.

No registration is required. Just click on this link to join the meeting.

Or, dial in to one of the following telephone numbers:

(669) 900-6833 or (253) 215-8782 or (346) 248-7799 or (301) 715-8592 or (312) 626-6799 or (929) 205-6099

Webinar ID: 856 4078 8530



### Agenda

#### 1. Welcome and Introductions

#### 2. Approval of [May 14, 2020 Meeting Notes](#)

#### 3. Outreach Matrix Update – Mary and Charles

- Review Documented Activities and Feedback
  - [Outreach Tracking](#) <- Link Only
  - Press and broader outreach
  - Website Traffic – 5/31 – 6/13
    - [Active Users](#), [Page Views](#)

#### 4. July 2 Consultant Webinar

- Zoom Format
- [Email Invitation](#) & Update on Registrations
  - Contact Lists: Exec & PEOC (305), CVSALTS.INFO & Consultants (134), CV-SALTS LYRIS
- Practice Sessions Scheduled
- Revised Slide Presentation

#### 5. Support for Management Zones – Status & Next Steps

- Workshops
  - Permittee General Info Workshop – On hold for now
- Other General Support Needs for New and Existing Zones

#### 6. Salt Control Program

- Need for a new Outreach Brochure, or Additional Materials?

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

- Next Executive Committee Meetings:
  - June 18, 2020 and August 20, 2020
- Next PEOC Meeting: Tuesday, August 18, 2020 - 3:00-4:00 PM

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

## CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

**Convened:** May 12, 2020 from 3:00 PM to 4:00 PM

**Participants:** Nicole Bell (chair), Charles Gardiner, Mary Currie, Daniel Cozad, Debbie Webster, Anne Walters, J.P. Cativiela, Sam Safi, Jenalyn Guzman, Bruce Houdesheldt, Walt Plachta



### Discussion Items

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

#### Item 2: Approval of Minutes of the March 17, 2020 and April 21, 2020 Meeting Notes

- The March 17, 2020 and April 21, 2020 Meeting Action Notes were approved by consensus. There were no objections.

#### Item 3: [Outreach Matrix](#) Update

- Committee members were reminded to document all outreach on the matrix.

#### Item 4: Support for Management Zones

- Comments on OPP Community Engagement Guidance
  - Comments drafted by Catalyst and the CVSC are being consolidated by Daniel Cozad and will be submitted to OPP on 5/12.
- Update on timeline for mailout of Notices to Comply
  - Per Anne Walters, there has been no change to the 60-day extension status. Notices to Comply are still scheduled for mail out the end of May.
- Workshops
  - Consultant Webinar– Charles Gardiner presented the revised draft consultants’ webinar slide presentation, [Nitrate and Salt Permitting Improvements Coming for the Central Valley](#). Some of the feedback and recommendations from the committee:
    - Individuals identified in the slide presentation as presenters should be contacted before the Executive Committee to confirm their webinar participation. (Charles will contact.)
    - Ensure adequate practice time is afforded to presenters for familiarization with the platform.
    - Correct Anne Walters’ email address.
    - Proposed date for the webinar: Wednesday, June 24<sup>th</sup>.
    - Keep total time under 3 hours and break it into two sessions. Split the sessions at slide 33.
      - A program overview and sidebar on salinity in the morning session.
      - Detailed presentation on Management Zones in the afternoon session.
    - Make it clear in the invitation who the target audience is, and who should attend.
    - Clarify what type of engagement is being sought from participants. Identify what kind of survey tools would be helpful.
  - Permittee General Info Workshop – Still on hold.
  - Other General Support Needs for New and Existing Zones
    - Nothing specific currently, topic will remain as discussion item on future agendas.

#### Item 5: Salt Control Program

- There is currently no need for additional outreach materials. Development of the P&O payment web portal is likely to initiate question from the communities, and the need for more explanatory information. Retain this item on future agendas to address developing concerns.

**Item 6: Recap Next Steps and Set Next Meeting** – Tuesday, June 16<sup>th</sup> from 3:00-4:00 PM

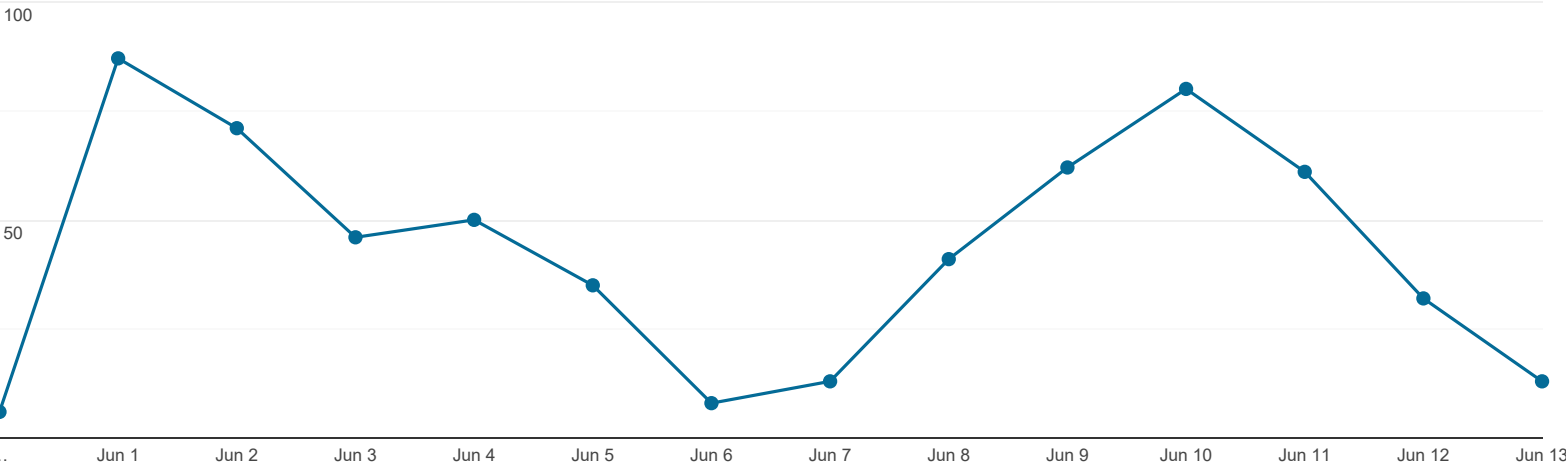
Active Users

May 31, 2020 - Jun 13, 2020

All Users  
100.00% Users

Active Users

- 1 Day Active Users
- 7 Day Active Users
- 14 Day Active Users
- 28 Day Active Users



1 Day Active Users  
**13**  
 % of Total: 100.00% (13)

7 Day Active Users  
**263**  
 % of Total: 100.00% (263)

14 Day Active Users  
**509**  
 % of Total: 100.00% (509)

28 Day Active Users  
**949**  
 % of Total: 100.00% (949)

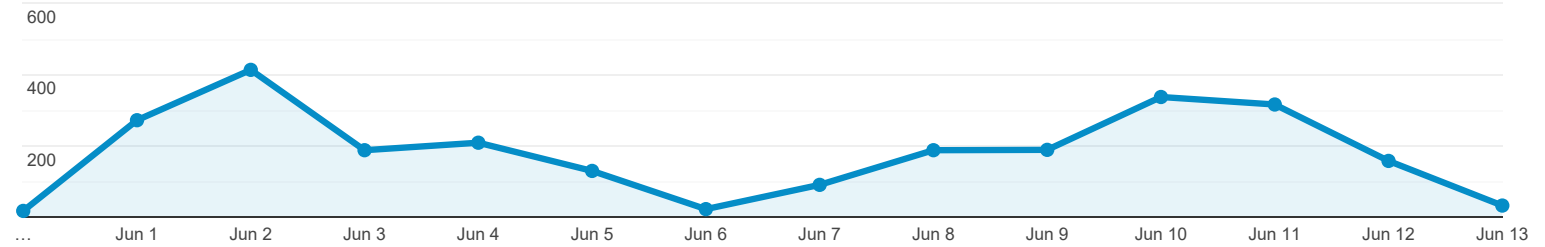
Pages

**All Users**  
100.00% Pageviews

May 31, 2020 - Jun 13, 2020

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>2,565</b> % of Total: 100.00% (2,565)	<b>1,793</b> % of Total: 100.00% (1,793)	<b>00:01:49</b> Avg for View: 00:01:49 (0.00%)	<b>741</b> % of Total: 100.00% (741)	<b>46.15%</b> Avg for View: 46.15% (0.00%)	<b>28.89%</b> Avg for View: 28.89% (0.00%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">/nitrate-control-program</a>	<b>444</b> (17.31%)	<b>259</b> (14.45%)	<b>00:02:57</b>	<b>105</b> (14.17%)	<b>61.90%</b>	<b>34.91%</b>	<b>\$0.00</b> (0.00%)
2. <a href="#">/public-info</a>	<b>348</b> (13.57%)	<b>263</b> (14.67%)	<b>00:01:31</b>	<b>235</b> (31.71%)	<b>34.47%</b>	<b>31.32%</b>	<b>\$0.00</b> (0.00%)
3. <a href="#">/</a>	<b>213</b> (8.30%)	<b>176</b> (9.82%)	<b>00:01:23</b>	<b>153</b> (20.65%)	<b>43.14%</b>	<b>39.91%</b>	<b>\$0.00</b> (0.00%)
4. <a href="#">/join-a-management-zone-for-nitrate-compliance.html</a>	<b>194</b> (7.56%)	<b>108</b> (6.02%)	<b>00:02:22</b>	<b>31</b> (4.18%)	<b>48.39%</b>	<b>35.57%</b>	<b>\$0.00</b> (0.00%)
5. <a href="#">/nitrate-control-program.html</a>	<b>90</b> (3.51%)	<b>48</b> (2.68%)	<b>00:03:01</b>	<b>9</b> (1.21%)	<b>44.44%</b>	<b>20.00%</b>	<b>\$0.00</b> (0.00%)
6. <a href="#">/join-a-management-zone-for-nitrate-compliance</a>	<b>83</b> (3.24%)	<b>48</b> (2.68%)	<b>00:01:54</b>	<b>5</b> (0.67%)	<b>20.00%</b>	<b>32.53%</b>	<b>\$0.00</b> (0.00%)
7. <a href="#">/salt-control-program</a>	<b>81</b> (3.16%)	<b>52</b> (2.90%)	<b>00:02:46</b>	<b>2</b> (0.27%)	<b>50.00%</b>	<b>25.93%</b>	<b>\$0.00</b> (0.00%)
8. <a href="#">/salt-control-program.html</a>	<b>74</b> (2.88%)	<b>53</b> (2.96%)	<b>00:03:26</b>	<b>12</b> (1.62%)	<b>33.33%</b>	<b>28.38%</b>	<b>\$0.00</b> (0.00%)
9. <a href="#">/committees/public-education-and-outreach.html</a>	<b>62</b> (2.42%)	<b>33</b> (1.84%)	<b>00:02:00</b>	<b>5</b> (0.67%)	<b>20.00%</b>	<b>16.13%</b>	<b>\$0.00</b> (0.00%)
10. <a href="#">/about-us/what-is-cv-salts.html</a>	<b>49</b> (1.91%)	<b>38</b> (2.12%)	<b>00:01:13</b>	<b>16</b> (2.16%)	<b>43.75%</b>	<b>24.49%</b>	<b>\$0.00</b> (0.00%)

Rows 1 - 10 of 214

## Consultant Webinar: Salt and Nitrate Permit Compliance in the Central Valley

The Central Valley Salinity Coalition (CVSC) is hosting a live webinar for municipal and industry consultants in all disciplines of water resource management. The webinar will provide an opportunity to learn firsthand from the people who developed new nitrate and salt permit requirements approved by the Central Valley Regional Water Quality Control Board.

**Thursday, July 2, 2020**

**10:30 a.m. to noon**

**Overview of new nitrate and salt control programs and permit requirements**

**1:00 p.m. to 3:00 p.m**

**Nitrate Management Zones in Priority 1 subbasins**

**REGISTER NOW**

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### Why Attend?

In late May 2020, Notices to Comply were sent to permittees in high-priority areas where implementation will begin immediately. These areas include six Central Valley subbasins: Kaweah, Turlock, Chowchilla, Tule, Modesto, and Kings.

**Consultants will be critical in assisting permitted dischargers complying with new nitrate control permit requirements.**

Professional services consultants will gain an understanding of the new nitrate and salt regulations and how their services may help permittees implement these regulations. Webinar topics include:

- Compliance options now available for permittees
- Activities and timelines for compliance
- Providing safe drinking water to communities in need
- Potential service needs for permittees and coalitions

### Who Should Attend?

Professional services consultants involved in water quality, nitrate discharge compliance, and safe drinking water in the Central Valley should attend. The following technical and management services may be involved:

- Hydrogeology and groundwater quality characterization
- Drinking water program development and management
- Nitrate source identification and management
- Permit compliance assistance
- Compliance mapping, data management, and reporting management and communications

- Management planning and proposal development and documentation
- Outreach, facilitation, and collaboration with permit holders
- Governance agreements and contracts
- Administration, fund management, and program management
- Outreach and engagement with stakeholders and communities
- Cost estimating, cost allocation, and funding

Vendors of water treatment technologies and drinking water services may be interested in attending, but this webinar is targeted to professional services needs for nitrate and salts permit compliance in the Central Valley.

Please forward this email to consultants, attorneys, and community leaders who should attend this event.

## [REGISTER NOW](#)

### Presenters

**Patrick Pulupa**, Executive Officer, Central Valley Water Board

As Executive Officer, Patrick Pulupa oversees development and implementation of water quality requirements for the Central Valley. He maintains strong working relationships with the wide variety of stakeholders that are affected by the Board's regulatory decisions. Prior to becoming Executive Officer in 2018, he served as the Board's legal counsel.

**Daniel Cozad**, Executive Director, Central Valley Salinity Coalition (CVSC)

The CVSC represents a diverse array of regulated dischargers of salts and nitrate throughout the Valley. Since 2006, Daniel has managed collaborative efforts among regulators, permittees, and environmental stakeholders to develop the new regulatory requirements.

**Tess Dunham**, Attorney, Kahn, Soares & Conway, LLP

Tess Dunham has spent the past 20 years specializing in legal and regulatory issues related to state and federal water quality laws. Tess played a critical role in the development of the new nitrate and salt control programs.

**Parry Klassen**, Executive Director, East San Joaquin Water Quality Coalition, Modesto, CA

Parry is an avid grower, farming 20 acres of peaches and pomegranates near Reedley, CA. He is currently assisting in the development of a management zone in the Priority 1 Modesto and Turlock subbasins. Parry is also involved in developing the Central Valley Groundwater Monitoring Collaborative, a joint effort of several of the ILRP coalitions to develop a valley-wide groundwater quality trend monitoring network.

**Charlotte Gallock**, Manager of Water Resources, Kings River Conservation District, Fresno, CA.

Charlotte is a Professional Civil Engineer and currently the Director of Water Resources for Kings River Conservation District. Gallock serves as a regulatory expert for the Kings River region, helping local water agencies implement state regulations on matters related to groundwater and water quality. In addition to her role as the Coordinator for the Kings River Water Quality Coalition, Gallock is also

Nitrate Brochure & Management Zone Templates available on the CV-SALTS website:

### New Nitrate Control Program

Coming Together to Resolve the Safe Drinking Water Challenge



**Challenges and Choices**

Area's Nitrate Control Program is now in place in the Central Valley to address historical nitrate problems, which have left some households that rely on groundwater without a source of safe drinking water. The program includes twin imperatives for the Valley:

- Providing safe drinking water, especially for residents in affected areas as quickly as possible.
- Managing nitrate discharges to reduce or eliminate impacts to groundwater.

The program is being administered by the Central Valley Regional Water Quality Control Board (Regional Board). Under the program, regulated dischargers—including owners and operators of irrigated crop land, dairies, ranches, poultry producers, food processors, wineries, and municipalities—will face new requirements for compliance with health standards.

The Nitrate Control Program will begin in Priority 1 groundwater subbasins that include Kern, Turlock, Chowchilla, Siskiyou, Modesto, and Kings (not shown on map). Once the Regional Board sends Notices to Comply in late March 2020, dischargers will have limited time to choose between two compliance pathways:

- Pathway A:** Proceeding under an individual permit. (See page 4 for details.)
- Pathway B:** Joining a Management Zone. (See pages 2-4 for details.)

Pathway B: Joining a Management Zone is an alternative means of nitrate compliance that offers regulated dischargers something they have never had before. An opportunity to work cooperatively to manage nitrate discharges more cost effectively and to provide safe drinking water to adversely affected residents.

**Management Zone Benefits:**

- Ensure safe drinking water to those who need it.
- Avoid "spring it alone" under demanding individual permit (Pathway A).
- Establish local control and more flexibility than under state regulations.
- Adapt management to local conditions.
- Share resources, funding, and knowledge.
- Protect water resources over the long term.



**Groundwater Subbasins by Nitrate Control Program Priority**

Legend:

- Management Zone
- Management Zone
- Management Zone
- Not Prioritized

1. This map is a generalization of the information presented in the map. It is not intended to be used for legal purposes. It is not intended to be used for legal purposes. It is not intended to be used for legal purposes.


## New Nitrate Brochure

The new Nitrate brochure is available for download. More info on Nitrates at link below.

[Nitrate Control Program](#)

### Management Zone Pilot Study

Guidance to Develop Key Elements of a Preliminary Management Zone Proposal with Early Action Plan



## Management Zones

Templates developed during the Pilot Study are included in this guidance document.

[Joining a Management Zone](#)

Updated

# CV-SALTS Meeting Calendar

## 2020

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
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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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29	30					

12 December						
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27	28	29	30	31		

### Notes/Key

- Light Red conflicts
- [PEOC Committee](#)
- Third Thursdays Where possible
- Executive Committee Meetings
- Policy or Admin Calls 1:00 or 1:30pm
- Yellow Salty 5
- State Board Workshops/Hearings
- TAC Meeting
- PEOC Committee