

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, March 9, 2021 from 3:00 PM to 4:00 PM**

Location: Teleconference Only



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Access Code: 687-697-909

Agenda

1. **Welcome and Introductions**
2. **Approval of [February 9, 2021 Meeting Notes](#)**
3. **Outreach Matrix Update** – Charles and Aaron
 - Review Documented Activities and Feedback
 - [Outreach Tracking](#) <- Link Only
 - Press and broader outreach
4. **[General Outreach](#)** – Status Update – Aaron and Charles
 - [MZ Outreach Summary and Talking Points](#)
 - Program Update email – Mar/Apr
5. **Salt Control Program** – Charles
 - February 10th Salinity Webinar Follow-up
 - o Attendance
 - o [Survey and Feedback](#)
 - o Q&A
6. **Nitrate Control Program** – Aaron
 - [Featured Stories Concepts](#)
7. **Recap Next Steps and [Set Next Meeting](#)**
 - Next Executive Committee Meetings:
 - o March 11, 2021, and April 8, 2021
 - Next Mgmt. Zone Support Meeting: Tuesday, April 6, 2021 – 2:00 PM or TBD
 - Next Scheduled PEOC Meeting: Tuesday, April 6, 2021, 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: February 9, 2021 from 3:00 PM to 4:00 PM

Participants: Nicole Bell (chair), Charles Gardiner, J.P. Cativiela, Sam Safi, Cristel Tufenkjian, Anne Walters, Debbie Webster, Aaron Pope, Daniel Cozad, Rachel Quist



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the January 12, 2021 Meeting Notes

- The January 12, 2021 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.
 - Catalyst is in regular contact with the management zone teams and updating the matrix with ongoing management zone activities.

Item 4: Management Zones Outreach

- Aaron Pope summarized the following outreach management zone outreach documents in development for 2021:
 - A compilation of outreach best practices employed across all six Priority One management zones.
 - A series of talking points and story line on community outreach and engagement efforts.
 - A calendar of regular feature stories highlighting management zone efforts and accomplishments.

Item 5: 2021 Communications Activities

- Charles Gardiner presented the proposed [2021 Communications Plan, Budget, and Timeline](#).
 - The committee recommended that the management zone teams be advised in advance of Thursday's Executive Committee meeting regarding the potential cost share for the zones on the Nitrate Control Program budget item. The benefit and efficiencies of using the CV-Salts communication team should also be stressed.
 - After discussion, Cristel Tufenkjian moved, and JP Cativiela seconded, and the Committee voted to approve the Communications Plan, Timeline and Budget for consideration by the Executive Committee. The Communications Plan, Budget, and Timeline will be presented to the Executive Committee at the February 11th Policy Meeting.

Item 6: Salt Control Program

- Salinity Workshop/Webinar – Scheduled for Wednesday, February 10th from 10-12. As of meeting time there were 666 registrants.
 - Presenters and Panelists: Patrick Pulupa, Daniel Cozad, David Cory, Tess Dunham, Debbie Webster, Richard Meyerhoff.
 - The recording of the webinar, a PDF of the presentation and the finalized Q&A will be posted on the CV-Salts website.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, March 9th from 3:00-4:00 PM

2021

2021



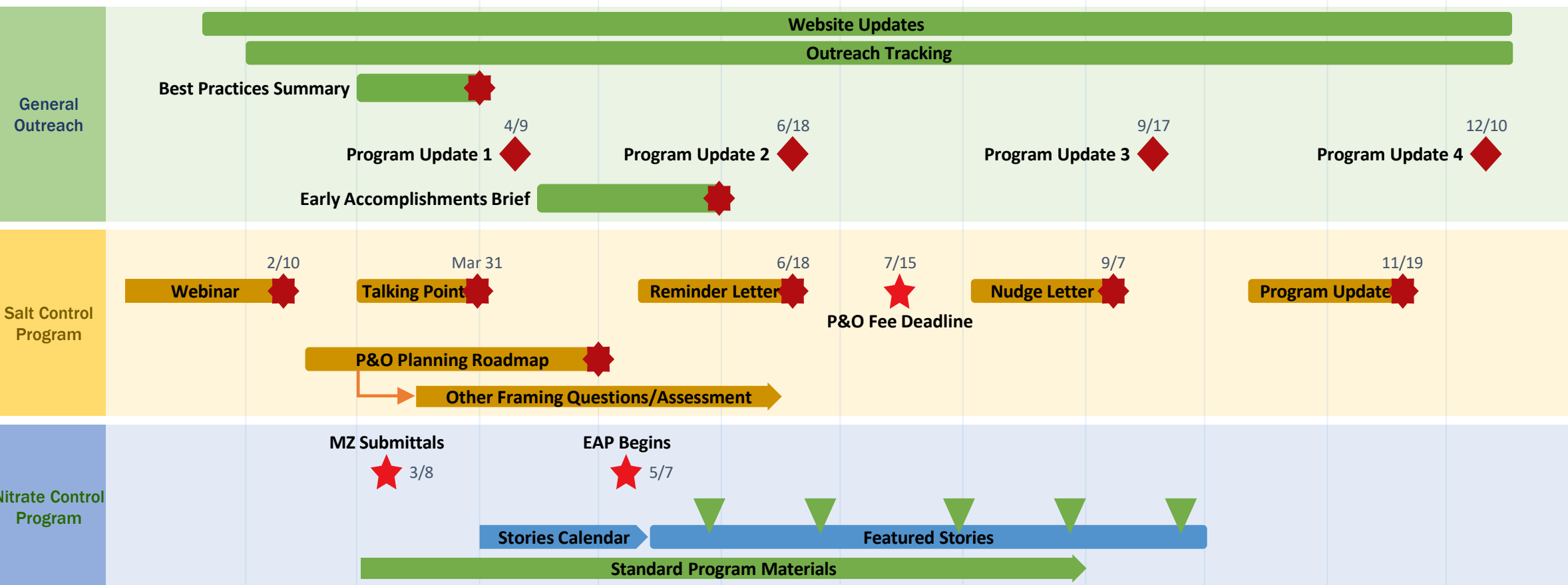
Plan & Budget
Feb 11

MZ Submittals
Mar 8

EAPs Begin
May 7

P&O Fee Deadline
Jul 15

Today



03.5.2021

Memo

To
PEOC

Re: Nitrate Program Outreach Summary

From
Charles Gardiner
Aaron Pope

The Management Zones (MZs) have conducted extensive outreach over the past few months to ensure a successful launch of the CV-SALTS Nitrate Control Program in the six Priority 1 Subbasins. We thought it was important to capture and package the key details into a concise, accessible document. This summary is intended to provide a brief overview of that outreach, early results, lessons learned, and planned future activities.

CC
[Name]

Re
Nitrate Program Outreach
Summary

Key points:

- On March 8th, the MZs met an important milestone by submitting their Preliminary Management Zone Reports, which included their Early Action Plans (EAPs).
- MZs successfully met their initial outreach objective to invite as many people as possible to a series of webinars, gathering valuable input on EAPs and laying a foundation for future engagement and identifying effective outreach approaches.
- The next stages will focus on broad community engagement, and direct communication with affected residents to set up water quality testing and deliver clean water solutions.
- MZs have been working to overcome several communication challenges. They have been experimenting with direct email, online content, webinars, radio spots, social media, media notices, and community flyers. They have also been leveraging the power of personal networks by asking for help from community leaders.
- There have been some important lessons learned during the initial outreach, and all the MZs are committed to continual improvement, leading to increased community awareness and participation.
- MZs are providing bilingual content and access to Spanish-speaking staff every step of the way.
- MZs are working closely with local nonprofit organizations, including *Self Help Enterprises*, *Leadership Council for Justice and Accountability*, and *Community Water Center*.

The attached summary provides additional details.

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CV-SALTS MANAGEMENT ZONE OUTREACH

Early Action Plans

As part of the Nitrate Control Program, the Management Zones (MZ) have completed Part One of their ongoing efforts to provide safe drinking water to residents. The communication work has only begun, but they have made substantial progress and are laying the foundation for effective outreach moving forward. They are focused on involving their communities every step of the way and have experimented with a wide array of outreach activities to enhance their engagement efforts throughout the program.

Part One – Initial Planning and Outreach

The initial step was the successful formation of the Priority 1 MZs: Modesto and Turlock, Chowchilla, Kings, Kaweah, and Tule subbasins.

Then the MZs developed their Preliminary Management Zone Proposals and Early Action Plans (EAPs). They established processes to identify potentially impacted residents and conducted a wide variety of community outreach activities to inform communities about the program and gain input on initial plans.

EAP plan submittal: March 8th, 2021. Implementation begins: May 7, 2021.

Part Two – Problem & Solutions Definition

The next phase of the program involves identifying residents impacted by high nitrate levels, working with the entire community to define safe drinking water solutions that work, and developing outreach programs for EAP implementation.

Water fill stations have already been constructed and are in use in some MZs. They are very popular and also serve as information hubs where residents can pick up flyers to learn more about the Nitrate Control Program.

Part Three – Implementation

The EAPs focus on three possible water delivery solutions: Residential filters (point-of-use), bottle water delivery, and adding more water fill stations. It is too early to tell which solutions will be needed where, and the MZs are developing processes to determine individual preferences.

MZs will utilize all of the outreach tools and lessons learned in the prior phases to reach each of the residents who may be affected by high nitrate levels. These residents can have their water tested and if necessary, be provided the water delivery solution that works for their needs.

Communications Objectives and Challenges

Early MZ outreach objectives were to make contact with as many groups and individuals as possible, laying a foundation for future engagement, and identifying approaches that work. The MZs held meetings to educate people about the details of the EAP process, and to obtain input on how it could best serve people affected by unsafe nitrate levels.

There are a variety of communication challenges to overcome when reaching out to residents, including limitations on personal interactions and social gatherings due to COVID, the lack of computers and internet access in some areas, a lack of awareness about water quality problems, language and cultural barriers, and the fact that people have busy lives and limited bandwidth to focus on something new.

Early Efforts

MZs have used direct email, webinars, surveys, radio advertising, social media (Facebook, Nextdoor), website content, mailers, newspaper notices, community flyers and postcards, and the assistance of local organizations to reach out to their communities. To reach as many people as possible, they are leveraging the power of personal connection and asking for help from local activists, officials, educators, influencers, reporters, and reporters. They are providing bilingual content and access to Spanish-speaking staff every step of the way. They have provided numerous opportunities for public input on the EAP process and are available to answer questions through multiple online formats and over the phone.

XX emails sent
XX physical mail pieces sent
XX online meetings held
XX virtual office hours held
XX advertising hours purchased
XX flyers and postcards distributed

They are also working closely with local nonprofit organizations, including *Self Help Enterprises, Leadership Council for Justice and Accountability, Community Water Center.*

Lessons Learned

COVID has limited personal contact, and the MZs and their partner NGOs have been working on new approaches, with a focus on online activities. When it becomes safer to resume door-to-door canvassing and group event networking, they will do so.

The MZs recognize that successfully engaging entire communities in this new program will take time and energy. They are focused on creating a foundation to build on and believe that if they continue to be innovative and leverage as many personal networks as possible, community awareness and participation will grow. They all expressed interest in sharing best practices to ensure the long-term success of the entire program.

EAP outreach is constantly evolving and there have been some interesting early results:

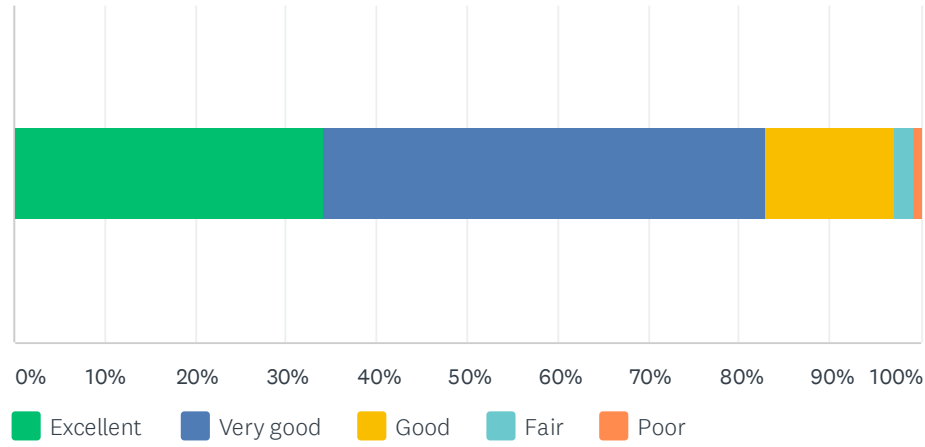
- A Facebook Live presentation, aimed at Spanish-speakers, was hosted by one of the program's translators and shared through her social media network. This online meeting was organized at the last minute as a replacement for the Spanish portion of an MZ Zoom webinar which had to be cancelled due to technical difficulties. However, with over 200 participants, it became the most well-attended MZ presentation of the entire EAP development period. This event highlights not only the success of experimenting with different types of outreach (Facebook Live might be more accessible and popular than Zoom in some communities), but also the power of finding the right ambassadors and tapping into their existing networks. Building relationships with people with the right connections can take time, but the results speak for themselves. **(Find screenshot showing attendance number)**
- Postcards describing the EAP program were left at several popular water refill stations. Rather than asking community members for their time and participation in the program's development, which might have discouraged people who already feel overwhelmed in their everyday lives, the flyers emphasized that the program could provide clean, healthy, free water, with delivery tailored to the user. The result was an increase in phone calls from community members interested in taking advantage of the offer. This highlights that for a certain segment of the community, simply stating what the program has to offer for them will be more appealing than asking their involvement in the program implementation.

Next Steps

The next stages will focus will be on broad community engagement and direct communication with the residents most likely to have unsafe nitrate levels. Outreach will include information sharing through the mail and online, public meetings (online, and in-person when safe), flyers and posters, and the use community networks. The MZs will continue to work with the NGO partners, local officials, leaders and activists throughout the entire program to ensure that safe drinking water is provided to every community member in need.

Q1 Overall, how would you rate the webinar?

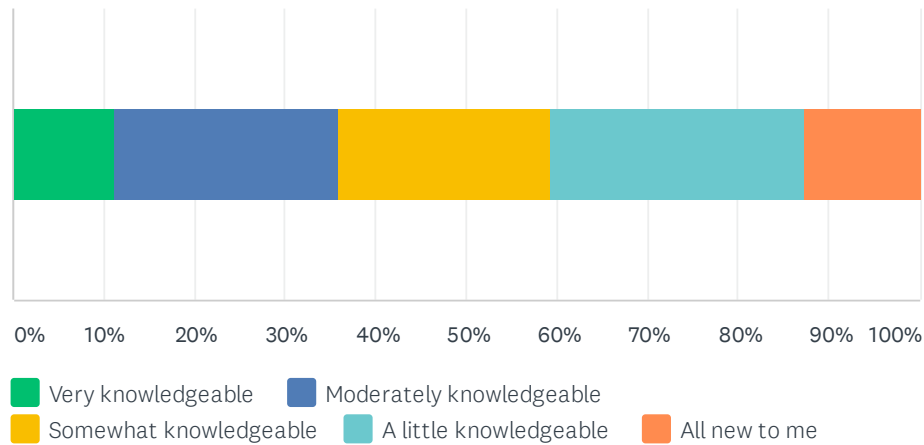
Answered: 141 Skipped: 1



ANSWER CHOICES	RESPONSES	
Excellent	34.04%	48
Very good	48.94%	69
Good	14.18%	20
Fair	2.13%	3
Poor	0.71%	1
TOTAL		141

Q2 How would you describe your knowledge and understanding of the CV-SALTS program before the webinar?

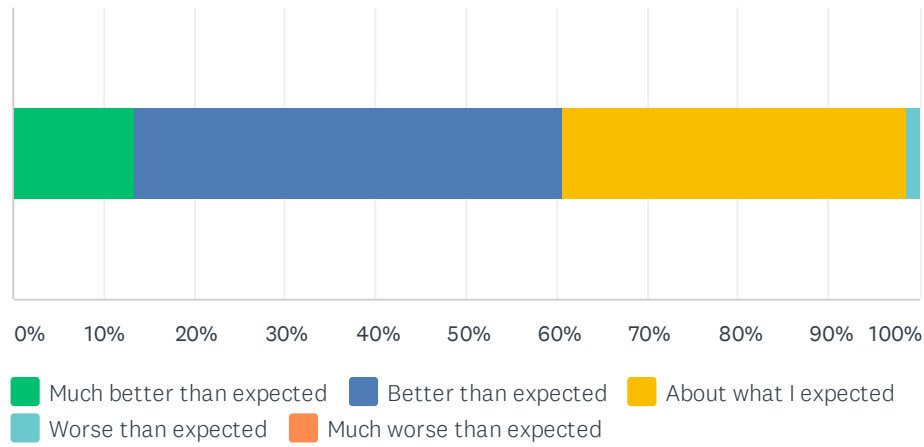
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very knowledgeable	11.27%	16
Moderately knowledgeable	24.65%	35
Somewhat knowledgeable	23.24%	33
A little knowledgeable	28.17%	40
All new to me	12.68%	18
TOTAL		142

Q3 How well did the webinar meet your expectations?

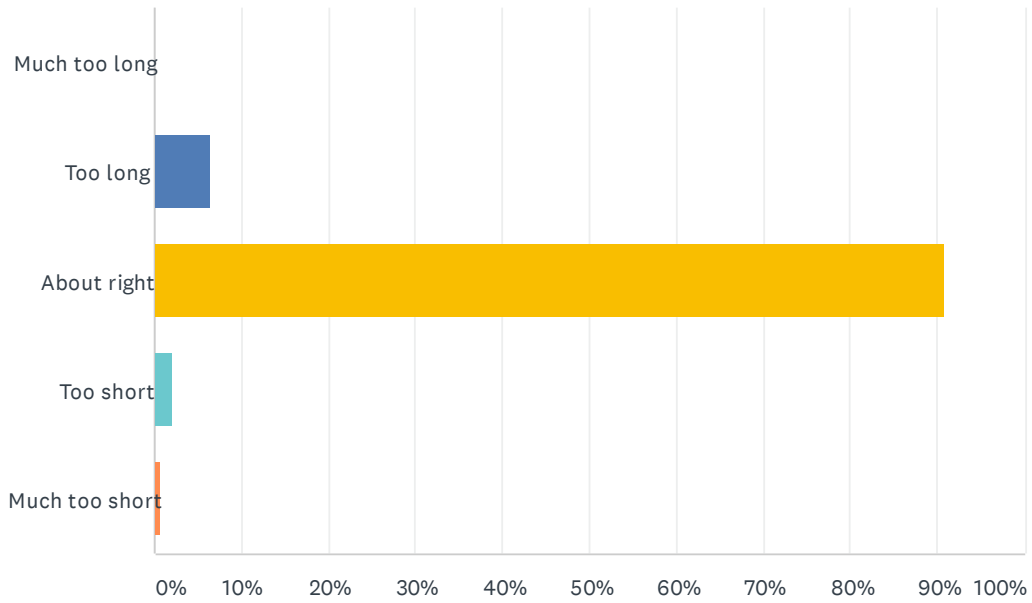
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Much better than expected	13.38%	19
Better than expected	47.18%	67
About what I expected	38.03%	54
Worse than expected	1.41%	2
Much worse than expected	0.00%	0
TOTAL		142

Q4 Do you think the webinar was too long, too short, or about right?

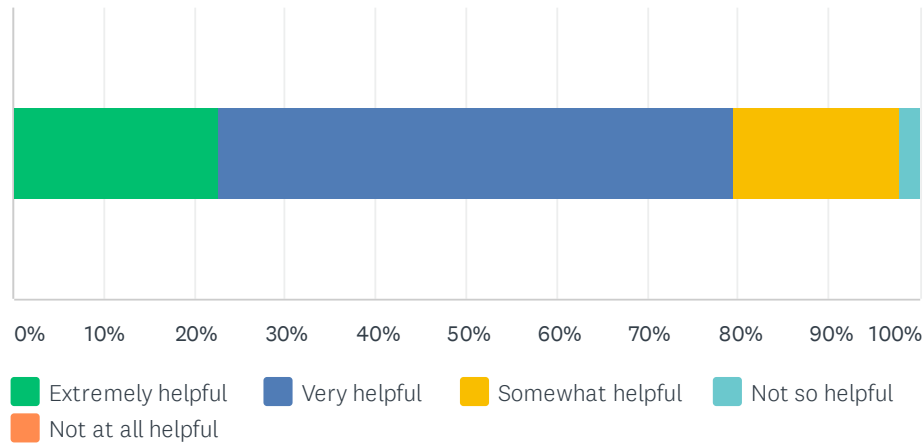
Answered: 141 Skipped: 1



ANSWER CHOICES	RESPONSES	
Much too long	0.00%	0
Too long	6.38%	9
About right	90.78%	128
Too short	2.13%	3
Much too short	0.71%	1
TOTAL		141

Q5 How helpful was the content presented in the webinar?

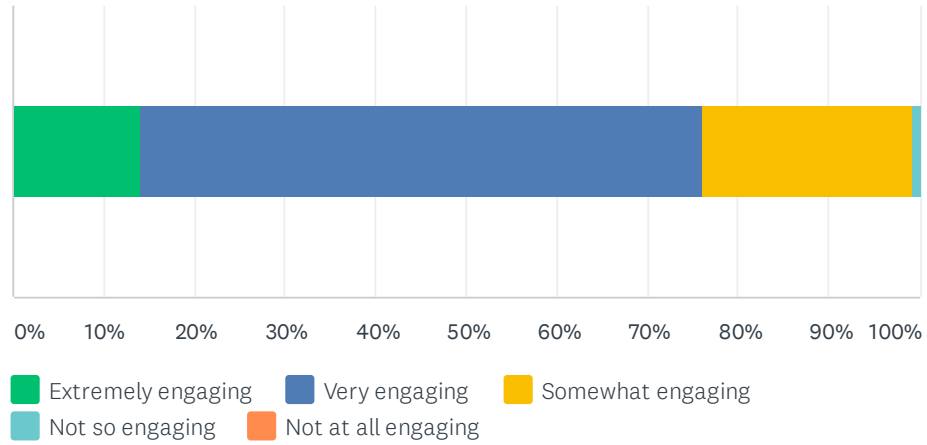
Answered: 141 Skipped: 1



ANSWER CHOICES	RESPONSES	
Extremely helpful	22.70%	32
Very helpful	56.74%	80
Somewhat helpful	18.44%	26
Not so helpful	2.13%	3
Not at all helpful	0.00%	0
TOTAL		141

Q6 How engaging were the speakers in the webinar?

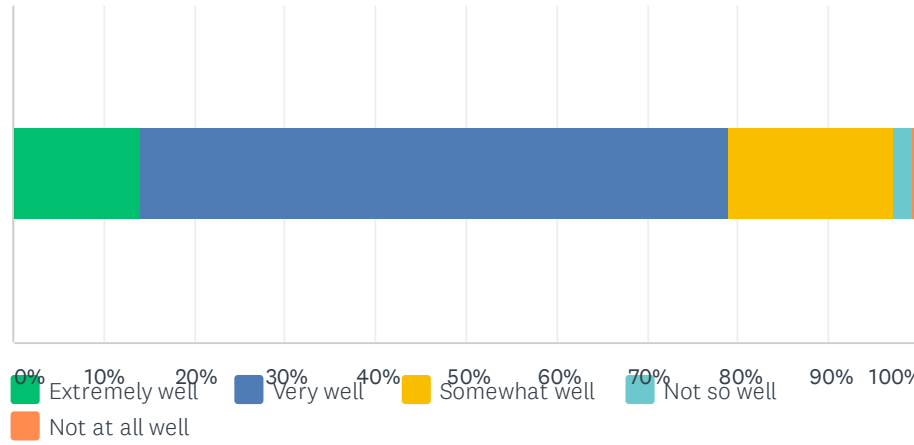
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely engaging	14.08%	20
Very engaging	61.97%	88
Somewhat engaging	23.24%	33
Not so engaging	0.70%	1
Not at all engaging	0.00%	0
TOTAL		142

Q7 How well did the presenters answer questions?

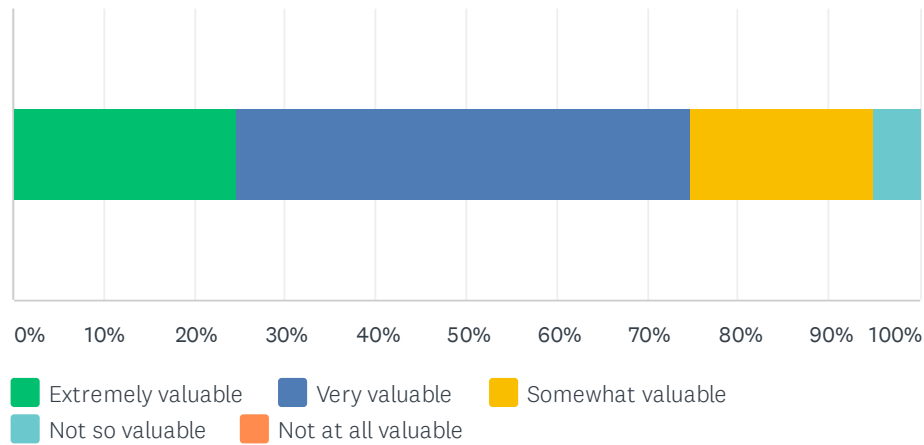
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely well	14.08%	20
Very well	64.79%	92
Somewhat well	18.31%	26
Not so well	2.11%	3
Not at all well	0.70%	1
TOTAL		142

Q8 In terms of your work/professional responsibilities, how valuable was the webinar?

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely valuable	24.65%	35
Very valuable	50.00%	71
Somewhat valuable	20.42%	29
Not so valuable	4.93%	7
Not at all valuable	0.00%	0
TOTAL		142

CV-SALTS Salt Control Program Webinar Survey

Q9. What did you learn about the Salt Control Program that will be most valuable for you?

Answered	107
Skipped	35

1. The process of deciding a track
2. P&O study
3. It appears to be largely set up by the users to proactively find solutions to problems they are a big part of creating.
4. What pathway to choose
5. What our options are.
6. A greater understanding of the depth of need and unsustainable current course.
7. Confirmed alternative approach was best for my agency
8. Use of the CV-Salts website for learning how much the P&O fee will be.
9. Origins of program
10. I learned that the alternative method is the best way to go and that I need to register and pay the fees to assure we are included in the study.
11. That most dischargers will be pressured to go down the Alternative Approach.
12. The difference between the two paths and what each entails
13. Learned that my facility needs to join the program
14. Determined which path to take.
15. Compliance
16. Background information about the salt issue and more details about the alternative approach
17. How complex the conservative approach could be
18. Learning what it was going to cost me was the most valuable.
19. The difference between the two approaches
20. The challenges of the conservative approach versus choosing to take the alternative approach.
21. Regulatory requirements and the compliance timelines
22. The explanation of what CV Salts is and the timelines laid out for compliance.
23. I'm actively participating in CVSC meetings and have a good understanding for the program. I was primarily listening to hear the presentations/discussion to be prepared for client discussions.
24. The challenges to use the Conservative Approach. Now I can demonstrate to the Client why the Alternative is the best choice for the business and society.
25. I got a basic idea on salts in the central valley and their management practices within the crops
26. The problem is actually being addressed.
27. Insight into how RWQCB may interpret support documents for the conservative approach, how existing permits may change, and what level of detail would be needed for an anti-deg analysis.
28. Things to consider and requirements to assess options for my clients

Q9. What did you learn about the Salt Control Program that will be most valuable for you?

29. That I need More Information on how to provide direction to Managers and operators in Central Valley needing the "How To" become a part of the Alternate Path.
30. There are really no exemptions to the Salt Control Program. If a discharger feels they are exempt for the program, they likely will need to provide documentation that is similar to the Conservative Pathway (characterization, assessment report).
31. How to sign up for the P&O study including how to generate an invoice.
32. Next steps were clear
33. How it will affect all business and not just agriculture
34. CV-SALTS control program was put in a better perspective for responding to the regulatory agency.
35. Which approach to select and that would best fit my facility.
36. Long term liabilities for participation
37. P&O Study and forward moving plan
38. Payment info, what is required for conservative method, background behind P&O costs and effort and encouragement to choose that one, what to expect in future permit if we choose P&O
39. Learning about other coalitions' questions and that everyone will be regulated.
40. Thorough explanation of the two pathways for compliance and the fees associated with the P&O study. Well presented and will help my clients understand their options.
41. Now have the information to make the decision on which permitting option to choose.
42. As a regulator, knowing the 2 options for compliance was helpful and the walk through of the sign up website was really good. Also, the explanation of what CV-SALTS were, since it is brand new to me.
43. The very distinct difference between the two available options for compliance.
44. I learned a good deal about which compliance pathway was best for my employer.
45. The view from the regulated community's side of things
46. Law
47. Compliance requirements and explanation of program fees.
48. How portal will work.
49. Better understanding of the pathway choices and their requirements
50. The timelines for when agencies need to act on this program
51. Learned more about the P&O study and what it entails when businesses choose Compliance Option #2.
52. Only how the program came about.
53. Allows me to engage with my clients with an informed basis for addressing their responsibilities with CV-Salts
54. The engineering firm we contract out told us about it.
55. That it seems the PO option is where the CV program is steering us.
56. I am a regulator and I knew most of the material. I believe additional guidance documents for the Salinity Characterization Reports is coming out, but determining how much data is needed to determine adequate evidence that a discharger is not degrading groundwater quality is still a bit vague. Phrases like "extensive data" will be required. However the Non-15 unit dischargers do not have monitoring requirements like the surface water dischargers.

Q9. What did you learn about the Salt Control Program that will be most valuable for you?

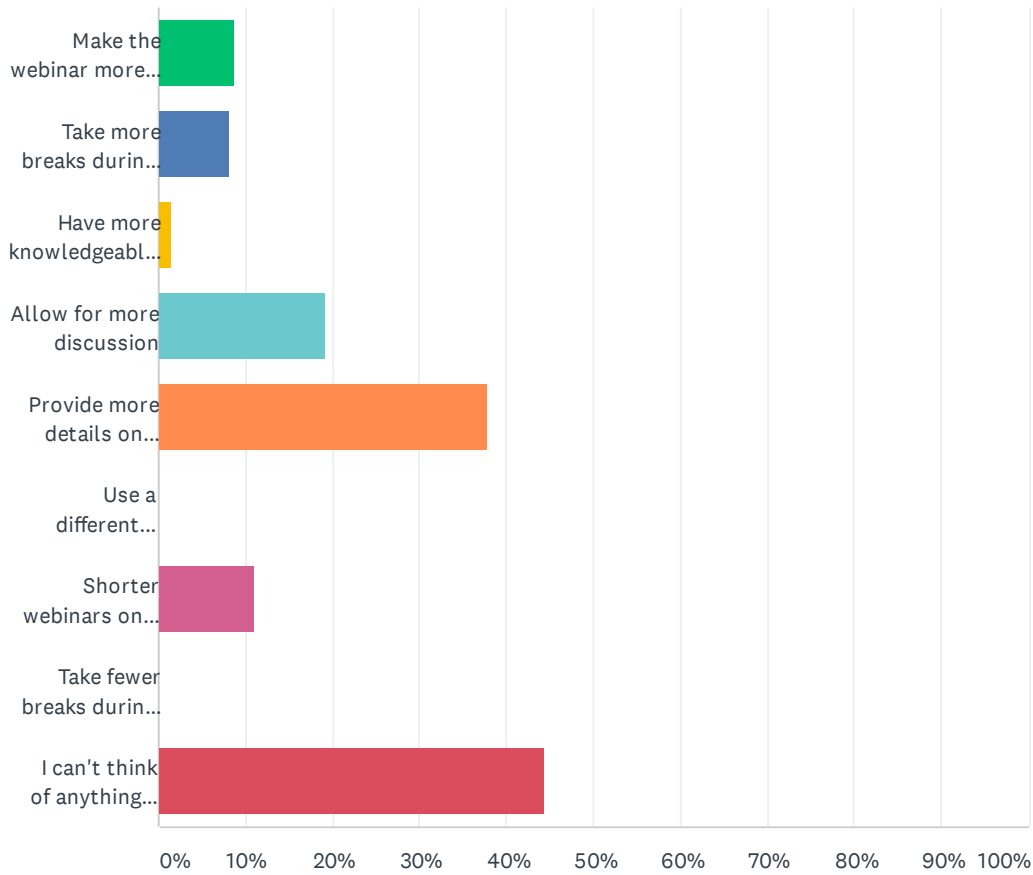
57. A little more about how to pick which path to head down.
58. I had to leave for another meeting. So I will be going through the recorded version.
59. As a Coalition Program Manager, I'll be fielding similar questions that were asked & answered today by the panel. I will be more able to answer my constituent's questions about the SCP.
60. The scope of the problem and the first steps being taken to address it.
61. Permitting
62. Learning the difference between the 2 paths and which one I should take.
63. I got a little more sense of the details of how CVSALTS is going to proceed.
64. Background, requirements, action steps and next steps needed
65. What we needed to do
66. General understanding of how the program is being applied to all effected entities and clarification of which option is applicable to our operation
67. Program alternatives and future program direction
68. I appreciate that with the Salt Control Program there is some thought out path that is able to be conveyed, and that Daniel Cozad has been very responsive in answering questions. The Nitrate Control Program is a mess with nobody either knowing what is going on or they are just unwilling to answer basic questions. That, in my opinion, is unacceptable particularly when small DACs are basically being told they need to join a management zone, but nobody can convey what that will mean or what the financial commitments will be. Thank you for having some level of organization with respect to the Salt Control Program so that utilities can make informed decisions for the communities they serve.
69. The Basin P&O fee does consider Basin Priority. Also, Anti-Degradation Analyses in future permits will likely become more rigorous.
70. Resources available, logic behind the two pathway options, overview of intent, and permit application process
71. Choosing Pathway
72. Requirements for both Pathway 1 and Pathway 2
73. That I don't really have any options but to use the Alternative pathway, and that the presenters are just a pseudo-neutral intermediary between the state and private citizens trying to make a living, which allows them to pretend to not be on the side of the state.
74. Logging in with the ID #
75. I feel that this is another way to make money on municipalities which will affect rate payers.
76. How to identify the costs associated with the permitting pathways.
77. About the two pathways and why/how you would participate in either.
78. Not enough information about the very small dischargers who don't have salt effluent issues and what they are required to do. Not enough information about how the new salt requirements will work with existing NOAs and WDRs, nor about which office at the regional board will be handling and responding to NOI submissions.
79. how to meet the order of compliances, particularly for small water and wastewater treatment plants that are categorized as disadvantaged, and/or severely-disadvantaged
80. How to comply

Q9. What did you learn about the Salt Control Program that will be most valuable for you?

81. The expectation and push for the Water Board is to have all dischargers participate in the Alternative Program. The guidelines are vague for what will qualify as satisfying the Conservative Approach requirements which was not addressed with any clarity in the presentation.
82. The differences between the two pathways and what would make them achievable.
83. Specific compliance steps for the alternative and conservative pathways.
84. It is not applicable to the particular suite of facilities that I support within my organization...although it does impact a facility in a different Sector
85. Deciding between the alternate route and the conservative.
86. The basics of what it is (goals and the phases), and how the compliance process will work.
87. There are no exemptions
88. The alternative pathway seems to be the most likely choice for most facilities
89. The actual fee amount!
90. Paths to compliance
91. P&O Study will be 10- 15 years
92. Clear understanding of the differences and requirements for the Alternative vs Conservative pathways.
93. The different compliance pathways
94. P & O Study
95. Alternative method is the easier and more cost effective approach for most facilities.
96. That there really are no options for exemption and that the WB made the burden of participating in the conservative pathway impossible for most in order to force people into yet another program with an associated fee.
97. What option I think we need to take
98. What it's about and how it impacts the land
99. Understanding the background of CV-Salts program and what it is trying to accomplish in a collaborative way.
100. About how to complete/submit the NOI and required information.
101. Email from colleague
102. Which path I need to take.
103. How much is cost. How determined. Who garners most responsibility.
104. CHOICE TO CHOOSE WHICH PATHWAY.
105. Why we have the program and my responsibilities to comply
106. There are a lot of people who think they don't contribute to the problem therefore should not contribute to the solution and WATER remains California's gold.
107. Options, deadlines for compliance.

Q10 How could future events be improved? Select all that apply.

Answered: 135 Skipped: 7



ANSWER CHOICES	RESPONSES
Make the webinar more interactive	8.89% 12
Take more breaks during the webinar	8.15% 11
Have more knowledgeable speakers	1.48% 2
Allow for more discussion	19.26% 26
Provide more details on compliance procedures	37.78% 51
Use a different webinar platform	0.00% 0
Shorter webinars on specific topics	11.11% 15
Take fewer breaks during the event	0.00% 0
I can't think of anything that needs improvement	44.44% 60
Total Respondents: 135	

Q11. What topics would be of interest for future webinars?

Answered	77
Skipped	65

1. Nitrogen compliance and Conservative Approach to Salts solutions
2. Any updates to basin plans, SIP or other changes that affect NPDES permittees.
3. Programs/networking events to present new solutions/technologies to alleviate problem. New tech is available; how to do pilots and commercialize a huge bottleneck.
4. Asphalt and concrete WDR program
5. Program Updates
6. Nitrate program
7. Updates on studies, examples of remediation
8. Updates on the program and progress.
9. Fee details, Compliance
10. Any upcoming regulatory change or big issues in progress (status updates)
11. None
12. Specifically how CV Salts impacts growers.
13. "Lessons learned" or "what to expect" from Priority 1 Basin Nitrate Control Program planning.
14. Another Nitrate Control Plan webinar just like this one.
15. We primarily interested in the management of salts within the crops with innovative technologies
16. None.
17. Continue to address compliance details and findings and lessons learned from early adopters.
18. USDA RD Grants and low interest loans to help pay for Salts Program.
19. Frequently asked questions section.
20. Updates on CV-SALTS
21. Changes to compliance regulations.
22. When a POTW has an SEMP due to CVSalts effort, but not because of exceeding a WQO (has perf based limit), what is actually a reasonable feasible activity to maintain salinity loads in the service area?
23. CV-SALTS updates
24. Basin plan elements and how it is used to protect water quality
25. California Toxic Rule
26. CV-SALTS treatment examples would be really helpful. I have complete understanding of the technical paperwork side, but no idea what a water system needs to do to *actually* become compliant.
27. Updates on items that are being completed with the study.
28. Topic is fine.
29. More about law
30. None
31. P&O study -- what is the money doing for those who are paying for this.
32. Specific examples of addressing TDS in the valley by municipalities
33. n/a
34. More details on the two alternatives.

Q11. What topics would be of interest for future webinars?

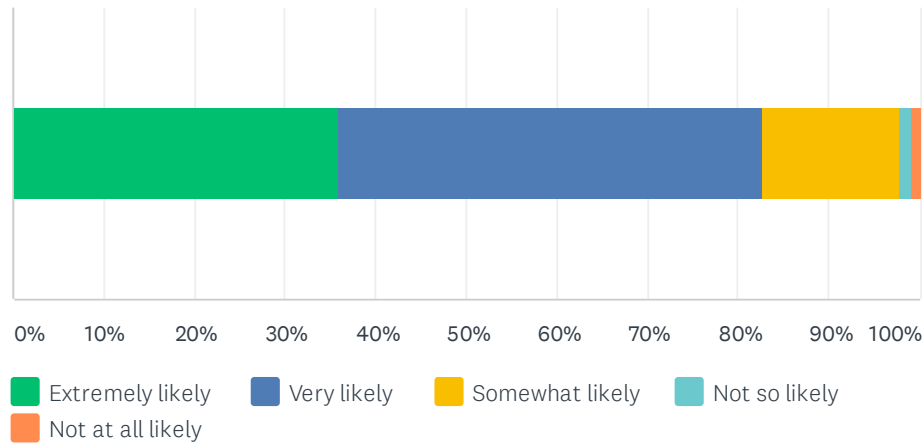
35. This webinar had a little bit too much detail for those of us who have no clue where to start. I got a bit lost in the click here, click there parts without any handouts or documentation to follow and make notes.
36. "Examples of Salinity Characterization Reports and facilities with particular effluent strength and site conditions that would be approved for the Conservative Approach.
37. Presentation of a list of guidelines that indicate a facility has a reasonable shot at Pathway 1 without running up huge costs for a report and/or site investigation."
38. More on compliance via Conservative path
39. The nitrate side of CV-SALTS.
40. What Dilbert can teach us about long meetings and their usefulness
41. Treatment alternatives
42. Can't think of any at this time. I would like to comment the staff for appearing on video. All too often we deal with government representatives who remain hidden and it is hard to connect with them.
43. I think you need to have more historical perspective on how salinity build-up has affected other civilizations that have not dealt with this issue. Patrick talked a little about this but I think there needs to be more. People need to internalize more about why this is an urgent problem. Perhaps we need a whole video about the history of irrigated agriculture in arid lands and salt build-up. I think you need to provide the 30,000 foot perspective how California may address this issue over the next 50 years so we address or solve this problem. I think you need to talk more about basics. There one question answer today about, "what is salinity?" The answer was too technical I think for many of the people out there. I am a permit writer and I have had the discussion a couple times now permittees where they say to me, "Oh we are not adding any salt at our food processing facility." In their mind they are not adding table salt at their food processing facility and making a tasty food product. I have to explain to them that liquid sodium hypochlorite they add disinfect is adding salt. Some of the cleaners they use have salts. Etc.
44. What we need to do to stay in compliance
45. A general clarification of the potential requirements, impacts and timeline that are anticipated once the P&O study is completed.
46. Future compliance alternatives
47. A comprehensive webinar regarding nitrate compliance, similar to this, would be helpful.
48. Further technical considerations, e.g., considerations for perched groundwater, deep and very deep water table, and connate groundwater up-flow.
49. What determines an EC limit of 700 compared to 900 uS/cm for conservative compliance pathway?
50. The details of the problem were glossed over in about 1.5 minutes. "Experts" have done "studies" and now they get to make conclusions about what other people are now required to do. I'd like to have more data about the extent of the problems and have an opportunity to analyze it myself, not take someone else's analysis as a given. I'd also like to know what the end game looks like. When will regulators say we've done enough? What are the criteria?
51. More explanation on how to improve treatment without the huge cost factors.
52. Examples of a "robust antidegradation analysis" and a typical "Salinity Characterization Report."
53. Can't think of any.

Q11. What topics would be of interest for future webinars?

54. Compliance mechanisms for small food processors, small wineries, and small domestic dischargers.
55. Regulations
56. All about compliance
57. What kinds of compliance requirements will be specified on individual permits? When will those be distributed?
58. I would be interested in a webinar about CV-SALTS and COVID-19 - the adjustments made to make EAPs effective to providing appropriate alternatives to communities impacted by nitrates/salinity.
59. Cost of compliance options. Address the fact that permitted facilities have had their regulatory burden doubled over the last few years (CV-SALTS and SGMA).
60. Clear path for Conservative Approach reports.
61. Permitting questions
62. Perhaps a regional "zoom in" on the data, conditions, and sources of salts/nitrates to better understand local issues.
63. Nitrate
64. The Nitrate Control program side of CV SALTS
65. Steps for Alternative Approach. What expectations the discharger should have. If they need to budget for more testing etc
66. P&O study salinity control case studies
67. None
68. How small nut hullers and backwash water should be guided.
69. Results of P&O Study
70. N/A
71. N/A
72. You might split the webinars to the different group, wineries, farmers, cattlemen, oil and gas, etc. address how the facilities and fees are possibly changed within that group.
73. Exemption
74. Unsure
75. Don't know
76. ?
77. unknown
78. ?

Q12 How likely are you to attend a CV-SALTS webinar again in the future?

Answered: 139 Skipped: 3



ANSWER CHOICES	RESPONSES	
Extremely likely	35.97%	50
Very likely	46.76%	65
Somewhat likely	15.11%	21
Not so likely	1.44%	2
Not at all likely	0.72%	1
TOTAL		139

Management Zone Outreach Stories

The following are the initial concepts for featured stories to be distributed approximately monthly to media outlets, and other networks (e.g., farm bureaus) to describe implementation progress and successes for CV-SALTS.

1. **Outreach and Engagement to Address Nitrate in Drinking Water.** MZs meeting the challenge of reaching out to communities. Highlight both MZ efforts and community members who have connected to the program through those efforts and what their experience has been.
2. **Water Fill Station Successes.** Cover the complexities of installing the existing water fill stations and their popularity. They are being used and providing critical safe water to residents as the rest of the program is rolled out. Interview some users if possible.
3. **Successful Bottled Water Delivery.** As this gets up and running in May, interview both delivery service and residents. Get some perspective on why some people prefer this over the other two options.
4. **Point-of-use Systems.** This story can be done after some of these have been installed. Interview users to see how the install process went, how they like the technology and result, how they feel about working with the installers.
5. **Story of the CV-SALTS Process.** Government asked the community to work together to develop realistic solutions to the water quality issues. This bottom-up approach is very innovative. Interview people about how the process went? Did they like it? How are the outcomes?

Potential Additional Story Ideas

In addition to these stories, here are a few more ideas. More research needed:

- **MZs Working with the EJ/NGOs.** Developing community partnerships and leveraging the skills and workforce that these NGOs have developed.
- **More Storymaps to Reach People.** Storymaps as an innovate education and engagement approach on a complex problem. We need to see how much traffic initial stories get and if they will gain traction with community residents.
- **Best Communication Practices.** MZ collaboration on communication approaches. May be best for State/Regional Board presentation or conferences.

2021

1 January

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3 March

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4 April

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5 May

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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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Notes/Key

- Light Red conflicts
- PEOC Committee
- 2nd or 3rd Thursdays
- Executive Committee Meetings
- Policy or Admin Calls
- Yellow Salty 5
- State Board Workshops/Hearings
- TAC Meeting
- PEOC and MZ Committees