

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, June 8, 2021 from 3:00 PM to 4:00 PM**

Location: Teleconference Only

Link for computer or tablet <https://zoom.us/j/5492067771>

Dial-In 669-900-9128 Access code #5492067771



Agenda

1. **Welcome and Introductions**
2. **Approval of [May 11, 2021 Meeting Notes](#)**
3. **Outreach Matrix Update** – Charles and Aaron
 - Review Documented Activities and Feedback
 - [Outreach Tracking](#) <- Link Only
 - Press and broader outreach
 - [Modesto Bee article, June 1, 2021](#)
4. **General Outreach** — Aaron and Charles
 - [Program update email \(June\)](#).
 - Website update
5. **Salt Control Program** – Charles
 - [Compliance reminder email \(June\)](#).
6. **Nitrate Control Program** – Aaron
 - Story development and placement
 - Best practices call among MZs
7. **Recap Next Steps and [Set Next Meeting](#)**
 - Next Executive Committee Meetings:
 - June 10, 2021, and August 19, 2021
 - Next Mgmt. Zone Support Meeting: TBD
 - Next Scheduled PEOC Meeting: Tuesday, August 17, 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: May 11, 2021 from 3:00 PM to 4:00 PM

Participants: Nicole Bell (chair), Charles Gardiner, J.P. Cativiela, Anne Walters, Debbie Webster, Aaron Pope, Daniel Cozad, Rebecca Quist, Walt Plachta, Parry Klassen, Sam Safi



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the April 6, 2021 Meeting Notes

- The April 6, 2021 Meeting Action Notes were approved by consensus. There were no objections.

Item 3: [Outreach Matrix](#) Update

- Catalyst has been updating the matrix regularly to reflect recent management zone activities. Committee members were reminded to also document any outreach presentations done in addition to ongoing Management Zone work. Catalyst will look at ways to further distinguish past outreach activities from upcoming events on the matrix.
- Press and Broader Outreach – Links to three published articles were included in the package. The committee discussed the confusion created by the coverage in the Modesto Bee and Univision. Press coverage going forward needs to clearly distinguish between the relatively small percentage of the audience that may have impacted water, from the larger audience on safe public water systems.

Item 4: General Outreach – Status Update

- The next program email update will be distributed in June. A draft of that email will be presented at the June 8th PEOC meeting.
- The committee discussed potential enhancements to the cvsalts.info pages. Some of the suggestions from the committee:
 - Remove the pdf that returns when clicking on “Find a Management Zone” and replace it with direct links to all the Management Zone sites.
 - Consider the addition of an interactive Google map which allows for input of an address that returns the appropriate Management Zone contact information for that area.

Item 5: Salt Control Program

- An email reminder for the approaching July 15th deadline will be sent in June. A draft will be before the committee for review at the 6/8 meeting.

Item 6: Nitrate Control Program

- The April 27th Workshop went well. Catalyst will meet with the Management Zones in mid-June to compare notes on outreach approaches and techniques, lessons learned, etc.
- Story Development and Placement: Aaron Pope presented the story elements and media placement options for Story 1 of the [Nitrate Program Story Plan](#). Recommendations from the committee:
 - Focus on print media for now.
 - Use a sequenced media placement strategy. 1-Pitch story concepts to larger newspapers. 2-Package content for smaller papers/journals. 2-Develop finished content for direct use.
 - Wait 2-3 weeks to see if the media outreach strategy needs to be adjusted based on the level of activity in the Management Zones.
 - Begin pitching Story 1 now to the large newspapers.
 - Make sure to keep the communications offices of the larger cities in the loop. Get the link to the city “Consumer Confidence Reports” available on the State Waterboard web site and provide the city contacts with that information.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, June 8, 2021, from 3:00-4:00 PM

Stanislaus homes with tainted wells start getting free bottled water. How to qualify

<https://www.modbee.com/news/business/agriculture/article251735623.html?>

BY JOHN HOLLAND

JUNE 01, 2021

Free bottled water has begun to arrive at homes with nitrate-tainted wells in parts of Stanislaus and Merced counties.

The ambitious effort, funded by farmers and other parties, launched the week of May 10 with free testing of residential wells. Those that exceeded the nitrate threshold can start getting the 5-gallon jugs about 17 to 21 days later.

That's why Alhambra driver Tim Halloran was out at a home on West Harding Road near Turlock on Friday afternoon. He delivered two jugs for one of the first clients of the program and expects to do the same there twice a month.

"It will save them going to the store and buying a bunch of bottles," Halloran said. The recipient declined to comment to The Modesto Bee.

Alhambra has a contract with the Valley Water Collaborative, formed last year to deal with nitrate in drinking water. Its members include farmers, food processors, city sewage systems and other entities whose land historically contributed to the problem.

The program operates under the Central Valley Regional Water Quality Control Board. It is bounded by the Stanislaus River on the north, the San Joaquin River on the west, the Merced River on the south, and the base of the Sierra Nevada on the east.

NITRATE AFFECTS OXYGEN UPTAKE

Ingesting too much nitrate can interfere with the blood's uptake of oxygen, especially for newborns and pregnant women.

The substance comes from livestock manure, synthetic fertilizer and other sources. They are highly regulated now, but past practices left dangerous levels in much of the Valley.

The free bottled water will be provided while long-term solutions are pursued, such as connecting to public water systems and improving farm practices.

An [interactive map](#) can help residents see if they are eligible for the program. They qualify if the well test finds at least 10 parts per million of nitrate. A reading between eight and 10 ppm will get them another free test in a year.

GeoAnalytical, a laboratory based in Turlock, is handling the testing.

Well owners can choose to have water jugs delivered or to have free installation and maintenance of under-the-sink filters. Next year could bring water-filling kiosks at shopping centers and other locations if demand merits.

NOT FOR CITY WATER CUSTOMERS

The program is not for customers of city water systems, which already treat for nitrate or have retired problem wells. This was a common misconception after the [initial announcement in April](#), said Parry Klassen, executive director of the collaborative.

Its map shows extensive nitrate hazards generally west of Highway 99 from Salida to Delhi. Another large zone stretches north, east and south of Turlock. Smaller hot spots are near Oakdale, Waterford and east Modesto.

The program is open to people of any income, and to renters as well as homeowners.

About 150 homes had applied as of Thursday. The collaborative estimates that up to 42,000 people could qualify for the program. It has a budget of about \$1 million this year, based on about 30% of them taking part, but it could grow.

Environmental leaders told The Modesto Bee in April that they support the bottled water effort. They cautioned that its success will depend on outreach, including to Spanish speakers.

The groups also would like to see the program cover pollutants other than nitrate. And they urge a quicker timeline for better farming practices than the 35 years allowed by the regional board.

COLLEGE STUDENTS HELP SPREAD WORD

The collaborative has spread the word via postcards and social media. In June, it plans to set up displays at food distribution sites, farmers markets and other events as COVID-10 rules ease. It has hired students from Modesto Junior College and California State University, Stanislaus, to help.

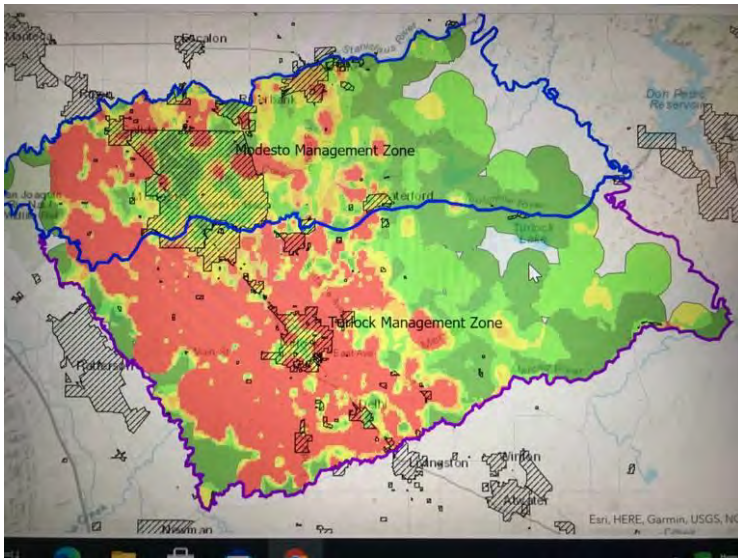
The collaborative board is chaired by Alan Reynolds, who oversees Valley vineyards for E.&J. Gallo Winery of Modesto.

“This is an enormous effort we are undertaking,” he said in a news release. “The VWC board and the participating industries and municipalities are committed to collaboration to ensure access to safe drinking water for impacted communities, and that the (water board) requirements are met as cost effectively as possible.”

More information is at www.valleywaterc.org or 209-750-3867.



Alhambra driver Tim Halloran delivers free water to a home just south of Turlock, CA, on Friday, May 28, 2021. The jugs are being provided to homes with hazardous nitrate levels in their wells under a new program funded by farmers and other parties. JOHN HOLLAND



SAFE DRINKING WATER & PATHWAY CHOICE

CV-SALTS Quarterly Update

June, 2021

In the second quarter of 2021, both the Salt Control Program and the Nitrate Control Program are well underway. Permitted dischargers participating in the Salt Control Program are selecting their pathway and paying any associated fees. The Management Zones in the Nitrate Control Program have begun contacting residents, testing wells, and delivering safe drinking water.

Most Permitted Dischargers Supporting Long-term Salinity Study

In January 2021, the Central Valley Water Board issued Notices to Comply for the Salt Control Program to all permitted dischargers within its jurisdiction. Permitted dischargers must select one of the two pathways by filing a Notice of Intent **by July 15, 2021**. The two choices are the Alternative Permitting Approach and the Conservative Permitting Approach. Those choosing the Alternative Permitting Approach must also submit payment by the same deadline. These fees support a long-term Prioritization & Optimization Salinity Study. Those choosing the Conservative Permitting Approach must file a Salt Characterization Report along with their Notice of Intent.

For most permittees, the Alternative Permitting Approach is the most cost-effective choice. Coalitions for irrigated lands, dairy, bovine, and poultry operations have selected the Alternative Permitting Approach and paid fees for most growers and operators. **ADD STATS**

Learn more about the [Salt Control Program](#) requirements and permitting approaches at www.cvsalts.info.

Nitrate Water Testing and Delivery Has Begun

The Nitrate Control Program has three priorities: Provide safe drinking water, reduce nitrate impacts to water supplies, and restore groundwater quality where feasible.

In March 2021, the Management Zones submitted their Preliminary Management Zone Proposals, including Early Action Plans for providing access to safe drinking water for those impacted by high nitrate levels in their water supply wells. In May, they began implementing those plans. They are working with water testing and delivery services, and have been getting the word out to the community through mailings, online tools, public gatherings, and media reporting.

ADD STATS

One of the key challenges facing Central Valley residents is that well water may be contaminated with other harmful toxins. Although the CV-SALTS Nitrate Control Program was established to safeguard residents exclusively from high nitrate levels, it has begun collaborating with the Safe and Affordable Funding for Equity and Resilience (SAFER) program. **GET SPECIFIC LANGUAGE FROM TESS**

Additional information on the [Nitrate Control Program](#) is available at www.cvsalts.info.

Central Valley Salt Control Program Permitting Deadline – July 15

This is a reminder that the deadline to file your Notice of Intent for the *Salt Control Program* is July 15, 2021. If you are a permitted discharger in the Central Valley, you must notify the Central Valley Regional Water Quality Control Board (Central Valley Water Board) of the permitting pathway you are selecting. If you are choosing the Alternative Permitting Approach, you must also pay your fee to participate in Prioritization & Optimization Study by the same deadline.

For most permittees, the Alternative Permitting Approach will be the most cost-effective choice. With this approach, you must pay an annual fee and then submit the following:

- Receipt from Central Valley Salinity Coalition showing participation in P&O Study Click [here](#) to make your payment. You will need your CV-SALTS ID # from your Notice to Comply to get started.
- Completed Notice of Intent including Sections I, II, III.B, and IV. A fillable Notice of Intent is available [here](#).

If you elect the Conservative Permitting Approach, you must submit the following:

- Salt Characterization Report. See complete instructions and compliance guidelines [here](#).
- Completed Notice of Intent including Sections I, II, III.A and IV. A fillable Notice of Intent is available [here](#).

Program updates

(insert metrics from Daniel)

Background

In January of 2021, the Central Valley Water Board issued Notices to Comply for the *Salinity Control Program* to all permitted dischargers within its jurisdiction, encompassing three hydrologic regions (watersheds): the Sacramento River, the San Joaquin River, and the Tulare Lake Basin.

Permitted dischargers have been given six months to select one of two pathways. The two choices are the Alternative Permitting Approach and the Conservative Permitting Approach. In most cases, the Alternative Permitting Approach will be the most cost-effective compliance option for permitted dischargers.

Additional information is available at www.cvsalts.info.

Complete your filing early.

Sincerely,

CV-SALTS program

2021

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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