

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, September 14, 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 [August 17, 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** — Aaron and Charles
 - Website: MZ mapping functionality update
 - [Program Draft email update](#)
5. **Salt Control Program** – Charles
 - Status Update
6. **Nitrate Control Program** – Aaron
 - Newspaper outreach
7. **Recap Next Steps and [Set Next Meeting](#)**
 - Next Executive Committee Meetings:
 - o September 16, 2021, and October 21, 2021
 - Next Mgmt. Zone Support Meeting: October 19, 2021
 - Next Scheduled PEOC Meeting: Tuesday, October 19, 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: August 17, 2021, from 3:00 PM to 4:00 PM

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



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of the June 8, 2021, Meeting Notes

- J.P. Cativiela moved, and Parry Klassen seconded, and the Committee voted to approve the [June 8, 2021, Meeting Notes with the following edits](#):
 - Item 6: Replace Reedley Exponent with Mid Valley Times. In last bullet replace “well date” with “well data.” There were no objections.

Item 3: [Outreach Matrix](#) Update

- Catalyst continues to update the matrix regularly to reflect recent management zone activities.

Item 4: General Outreach – Status Update

- Charles Gardiner presented the updated 2021 Outreach Timeline.
- Aaron Pope provided a demonstration of the management zone mapping tool currently in development. Some of the feedback from the committee on the new mapping tool and other suggestions for website updates:
 - Change the title of the table on the Nitrate Control Program page, replacing “Basins” with “Subbasins.” If possible, also include a link to the actual Management Zone website in the cell along with the subbasin name. Priority 2 subbasin areas should be added to the table.
 - On the mapping tool color each Management Zone a different color. Use a gray color to denote areas served by municipal water systems. Use actual Management Zone boundaries on the map, not subbasin boundaries.
 - Remove JP’s name from Management Zone contacts listed in the pop-up windows.
 - Do not publish the mapping tool on the website until all the Management Zones have reviewed it for accuracy.
 - Add the Priority 2 areas to the map and make clear on the legend the distinction between the Priority 1 Active Management Zones and the Priority 2 areas.
 - Daniel advised the committee that the website will be migrated to the WordPress platform in the October timeframe and will undergo some restructuring and updating during the process.

Item 5: Salt Control Program

- Daniel Cozad advised the committee that approximately 800 dischargers are currently out of compliance with the P & O Study participation requirements. Daniel will work with Regional Board staff to provide language for a reminder letter to dischargers who have not filed an NOI or paid fees. The letter is planned for distribution in late September.
- Daniel and Charles will work together to design a survey for P&O participants to solicit input on how the process worked for the user and suggestions for improvement. The survey is planned for distribution in the September-October timeframe. Charles will update the Outreach Timeline with the P&O Participant Survey.

Item 6: Nitrate Control Program

- Aaron Pope provided a status update on local press contacts. Sarah Rutherford has provided some contacts, and J.P. suggested [Cal Matters](#) as a potential coverage option.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, September 16, 2021, from 3:00-4:00 PM

NITRATE PROGRAM GROWTH AND CRITICAL SALT PROGRAM DEADLINE

CV-SALTS Quarterly Update

September, 2021

Both the Nitrate and Salt Control Programs achieved significant progress in the third quarter of 2021. The Nitrate Program Management Zones (MZs) continued to ramp up their community outreach efforts. They began taking applications, scheduling and administering well water quality tests, and delivering water to qualifying residents. The Salt Program July 15th Notice of Intent (NOI) deadline passed, with a majority of permitted dischargers selecting the Alternative Permitting Approach. The fees from those dischargers are funding a long-term Prioritization & Optimization (P&O) Study, for which the planning process has begun.

Nitrate Control Program

Management Zone Activity

The MZs are focusing on providing safe drinking water for those impacted by high nitrate levels, the priority laid out in the Early Action Plans (EAPs) that they submitted last quarter.

The key to increasing the number of program applicants is getting the word out through community outreach. MZs are stepping up the efforts they began earlier this year to explore multiple avenues to reach residents. They continue to use online tools (Zoom meetings, email, social media platforms), mail notices, contribute to media stories, partner with local non-profits, schools, and government agencies, and leave flyers throughout the community. In addition, they have been able to expand their in-person efforts by staffing events such as food drives, farmers markets, and COVID vaccination fairs, and have begun door-to-door outreach, where COVID levels allow.

The increased public awareness has resulted in rapid growth in program activities. At the end of August, MZs have fielded nearly 900 inquiries and have received 846 applications. More than 360 of the applicants met the program requirements and had their wells tested. 171 of the tests indicating a nitrate concentration of greater than 10 mg/L, the EPA safe Maximum Contaminant Level for nitrate. So far, over 200 residents are receiving free bottled water through the program.

In addition to delivering bottled water, the program has installed seven free water refill stations located in strategic locations within some of the MZs. These refill stations are providing enough water for nearly 600 average households.

Management Zone Highlight: **Valley Water Collaborative (VWC)**

Established July 7, 2020, VWC is a non-profit that operates the Modesto and Turlock basin Management Zones. It has a 12-member board of directors that collectively represents agriculture, dairy, poultry, urban, winery and food processor constituencies.

VWC has been focusing heavily on community outreach since its establishment. It has launched an innovative partnership with local schools, engaging students to help reach the public. In addition, organizational staff attend local events each week to promote the Nitrate Control Program. The outreach has been the focus of several local newspaper articles and television reports, and these efforts have been effective at boosting the number of Modesto and Turlock program applicants and households receiving clean drinking water funded by VWC.

Salt Control Program

Important Notice of Intent Deadline

July 15, 2021 was the deadline for permitted dischargers covered under the Salt Control program to file the official NOI with the Central Valley Regional Water Quality Control Board. If they selected the Alternative Permitting Approach, they also had to pay the fee to participate in P&O Study by the same deadline.

As expected, most permittees, over 3,500, chose the Alternative Permitting Approach as the most cost-effective choice. The program fees provided more than \$1.32 million for the P&O Study in 2021 alone.

If you are a permitted discharger and have **NOT** filed your NOI yet, here are the [instructions](#).

For the Alternative Permitting Approach, you must submit the following:

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

P&O Study

The P&O Study planning process has begun to take shape. Significant activities and discussion items for the next 3-4 years have been outlined in the Work Plan approved by the Central Valley Regional Water

Board in March. The CV-SALTS Executive Committee is reviewing the technical scopes and decision-making process for this first phase. By early 2025, the program will characterize salt conditions across the Central Valley, establish management targets, and identify sustainability needs and management actions. Phase 2 will evaluate and select the salt management actions and investments to sustain water supplies and the regional economy for the future.

2021

1 January

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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