

CALIFORNIA WATER QUALITY MONITORING COUNCIL

Monitoring Council Meeting Notes

Wednesday, August 24, 2011 – 9:00 AM to 12:30 PM

Conference Room 550 – Fifth Floor
Joe Serna Jr. Cal/EPA Headquarters Building
1001 I Street, Sacramento



Monitoring Council Members and Alternates in attendance:

Sara Aminzadeh	Sarge Green	Armand Ruby
Paul Collins	Karen Larsen	Stephen Weisberg

Others in attendance or on the phone:

Shakoora Azimi-Gaylon, SWRCB, OIMA	Leslie Laudon, SWRCB, DFA
Brock Bernstein, Consultant	Amber Mace, Ocean Protection Council
Melenee Emanuel, SWRCB, DWQ	Jon Marshack, SWRCB, OIMA
Stephanie Fong, CVRWQCB	Laura McLearn, SWRCB, DFA
Cristina Grosso, SFEI	Jayson Smith, CSU Fullerton
Mary Elaine Helix, BOEMRE & MARINE	Steven Steinberg, SCCWRP
Bruce Houdesheldt, Northern Calif. Water Assn.	

ITEM:	1
Title of Topic:	INTRODUCTIONS AND HOUSEKEEPING
Purpose:	1) Introductions 2) Review draft notes from June 15, 2011 Monitoring Council meeting 3) Review agenda for today's meeting
Desired Outcome:	a) Approve June 2011 Monitoring Council meeting notes b) Preview what will be presented today and overall meeting expectations c) Adjust today's agenda, as needed
Attachment Links:	Notes from June 15, 2011 Council meeting
Contact Person:	Jon Marshack jmarshack@waterboards.ca.gov , (916) 341-5514
Decisions:	The notes from the June 2011 meeting were approved without amendment

ITEM:	2
Title of Topic:	ANNOUNCEMENTS AND UPDATES
Purpose:	a) Linda Sheehan leaving the Monitoring Council (Sara Aminzadeh) b) State budget update (Karen Larsen, Paul Collins)
Desired Outcome:	Information
Background:	Linda Sheehan has announced that she will be stepping down from her position

	as Executive Director of the California Coastkeeper Alliance to start a new environmental nonprofit. At the same time, she plans to relinquish her position on the Monitoring Council.	
Contact Person:	Jon Marshack	jmarshack@waterboards.ca.gov , (916) 341-5514
Notes:	<p>a) Sara Aminzadeh indicated that Linda Sheehan's new organization would champion the rights of ecosystems and of rivers to flow. Candidates to replace Linda on the Monitoring Council are being solicited from the organizations that Linda represented, including Individual Waterkeepers, Natural Resources Defense Council, Heal the Bay, and Southern California Watershed Alliance. Steve Weisberg pointed out that southern California is underrepresented on the Monitoring Council, which should factor into the selection of new Council Members.</p> <p>b) The new state budget will have little impact on either the Water Boards or the Department of Public Health. But federal budget cutbacks are likely to reduce the amount of USEPA grants to state water quality and drinking water programs, some of which currently pays for monitoring. Half of SWAMP is funded through USEPA grants.</p>	

ITEM:	3
Title of Topic:	PROPOSED CALIFORNIA TIDEPOOL PORTAL
Purpose:	Presentation by Jayson Smith of CSU Fullerton of a proposed Internet portal on California's rocky intertidal ecosystems developed for the Multi-Agency Rocky Intertidal Network (MARINE)
Desired Outcome:	<p>a) Review and comment</p> <p>b) Approval to make the portal live for the public</p>
Background:	<p>At the September 2009 Monitoring Council meeting, Mary Elaine Helix presented information on the activities of MARINE to monitor California's rocky intertidal ecosystems. The Monitoring Council decided that MARINE's data was the most ready for future portal development of those organizations addressing aquatic ecosystem health. The Council identified the following needed items:</p> <ul style="list-style-type: none"> • Question-based assessment framework • Connection to agency decision making and funding • Public focus <p>Terry Fleming attended the annual MARINE meeting in October 2009 to propose a relationship with the Monitoring Council. In early 2010, SWAMP was able to direct \$10,000 to fund portal development, based on the Monitoring Council's guidelines, and a contract was developed with CSU Fullerton, which has worked with MARINE's data for many years. Jon Marshack attended the January 2011 annual MARINE meeting to become more familiar with their programs and to discuss portal development.</p>
Attachment Links:	<ul style="list-style-type: none"> • September 2009 Monitoring Council meeting notes (see Item #4) • September 2009 MARINE presentation

	<ul style="list-style-type: none"> • Monitoring Council's Guidelines for Workgroups and the Development of My Water Quality Theme-Based Internet Portals • Rocky Intertidal Portal Presentation by Jayson Smith
Contact Person:	Jayson Smith, CSUF jasmith@exchange.fullerton.edu , (657) 278-4233
Notes:	<p>Jayson Smith of Cal State University, Fullerton (who will soon move to Cal Poly, Pomona) presented an overview of a proposed Rocky Intertidal (Tidepool) portal, which will be part of the ocean ecosystem health theme. MARINe is also developing their 5-year report to the federal Bureau of Ocean Energy Management, Regulation and Enforcement (BOEMRE), which will be in the form of a website, instead of the hard copy format used in previous versions. The new 5-year report will include species abundance data, trends, biodiversity plots, and other information on each of the monitoring stations in MARINe's network, which stretches from Alaska to Baja California. Once that report is complete, it will provide the information that will appear when monitoring sites are selected in the new Rocky Intertidal portal, which will be limited to the California stations. Completion of the report is expected before the end of 2011. The portal and the 5-year report will interact seamlessly. Data analysis tools for more experienced users and links to educational materials will be included.</p> <p>MARINe is in the process of developing a rocky intertidal health index, which will eventually be added to the portal. Funding to develop the health index has been obtained.</p> <p>To protect these aquatic resources, information about threatened and endangered species and species that face poaching threats, such as black abalone, are not included in data displayed for the public. Vandalism of monitoring plots has not been an issue. Marine Protected Area data have been made public.</p> <p>Steve Weisberg lauded MARINe's efforts to develop consistent monitoring methods and data management procedures. Improvement is needed in the area of data interpretation, which will be addressed by the health index development effort. It would be beneficial for MARINe's data to inform the MPA Monitoring Enterprise and for MARINe to have input on MPA monitoring plans. MARINe data could also inform the 303(d) listing process.</p> <p>It was suggested that "our tidepools" was preferable to "my tidepools." Monitoring stations should be color coded to show survey types employed.</p> <p>Funding of portal maintenance has yet to be addressed. MARINe will need to ask partners to support this effort. A letter of support from the Monitoring Council would help gain such support.</p>
Decisions:	Monitoring Council Members were generally complimentary of what was presented, but want to review the site in more detail before providing specific comments.
Action Items:	<ul style="list-style-type: none"> • Monitoring Council Members and Alternates will review the proposed portal and 5-year report and provide detailed comments to Jayson Smith and Jon Marshack. <i>[Links and access information was sent via email.]</i> • In the upcoming triennial review, MARINe should receive high marks for methods and data management standardization. • Mary Elaine Helix will send Jon Marshack information highlighting MARINe's

	accomplishments to be included in a supportive letter from the Monitoring Council to MARINE, which Jon will draft.
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ITEM:	4
Title of Topic:	MONITORING EFFECTIVENESS OF WATER QUALITY IMPROVEMENT PROJECTS
Purpose:	Update the Monitoring Council, by Karen Larsen and Leslie Laudon, on efforts to monitor grant project effectiveness and improve data accessibility
Desired Outcome:	Decision to assign review and development of recommendations on accessibility of grant effectiveness data to the Data Management Workgroup
Background:	<p>In SB 1070, California Water Code Section 13181(a) states, in part:</p> <p>(6) Among other things, the memorandum of understanding shall describe the means by which the monitoring council shall formulate recommendations to accomplish both of the following:</p> <p>...</p> <p>(B) Ensure that water quality improvement projects financed by the state provide specific information necessary to track project effectiveness with regard to achieving clean water and healthy ecosystems.</p> <p>Water Code Section 13181(e) states, in part:</p> <p>In accordance with the requirements of the Clean Water Act (33 U.S.C. Sec. 1251 et seq.) and implementing guidance, the state board shall develop, in coordination with the monitoring council, all of the following:</p> <p>...</p> <p>(4) Methodology for compiling, analyzing, and integrating readily available information, to the maximum extent feasible, including, but not limited to, data acquired from discharge reports, volunteer monitoring groups, local, state, and federal agencies, and recipients of state-funded or federally funded water quality improvement or restoration projects.</p> <p>The MOU between Cal/EPA and the Natural Resources Agency that formed the Monitoring Council included the following task for the two agency secretaries:</p> <p>The Secretaries will establish policies and procedures to ensure that water quality improvement projects, including bond-funded grant projects financed by the state, include the ability to track project effectiveness with respect to specific water quality and ecosystem health.</p> <p>The MOU also included the following task for the Monitoring Council:</p> <p>In an effort to: ... 2) ensure that water quality improvement projects financed by the state provide specific information necessary to track project effectiveness with regard to achieving clean water and healthy ecosystems, the Monitoring Council responsibilities under this MOU include, but are not limited to, the following:</p> <p>4. Report, on or before December 1, 2008, to the Secretaries of Cal/EPA and Resources, and the public its recommendations for: ... tracking the effectiveness of water quality improvement projects financed by the state in achieving clean water and healthy ecosystems; and, for ensuring that collected data are maintained and available for use by decision makers and the public. The Monitoring Council shall consult with and consider input from the U.S. EPA in preparing these recommendations.</p> <p>The Monitoring Council' Comprehensive Monitoring Program Strategy recommendations discuss grant project monitoring (Section 2.2.6 beginning on</p>

	<p>page 29) and presents the following recommendation (page 46):</p> <p style="padding-left: 40px;">monitoring of state- and federally-funded water quality and ecosystem improvement projects be coordinated and enhanced to ensure that the effectiveness of such projects is evaluated and that the generated data are available for use in larger-scale assessments. The Monitoring Council will enlist the support and cooperation of granting agencies to evaluate options and implement the necessary changes.</p> <p>There are many grant programs administered by various departments, boards, agencies and conservancies that also fund water quality improvement projects. Statutes establishing these programs often have specific requirements for monitoring and reporting project effectiveness.</p> <p>A number of factors make measuring effectiveness of grant-funded water quality improvement projects difficult. In most cases, direct water quality monitoring cannot be used because the post-project time frame for monitoring is often very short, and the amount of sampling required to statistically demonstrate improvement is cost prohibitive. And individual projects are often too small to result in measureable water quality and/or ecosystem changes.</p> <p>To assist grantees to comply with statutory monitoring and reporting requirements and utilize appropriate performance measures, State Water Board staff developed guidance and provided training. The Water Boards standardized reporting and provided templates to grantees. The Boards make the information available through on-line sources that are publically available including the Division of Financial Assistance's on-line application system Financial Assistance Application Submittal Tool (FAAST), and the Natural Resources Project Inventory (NRPI) database. However, data are not easily accessible or searchable in the current formats. (Information about water quality improvement projects that are part of the Clean Beaches Initiative is displayed in the Monitoring Council's Safe to Swim portal.)</p> <p>Some Water Board-funded projects do include water quality monitoring and efforts are underway to improve data accessibility. The Water Board grant to fund development of the California Environmental Data Exchange Network (CEDEN) specifically addresses coordination of grant project monitoring data. Another grant is funding development of a web-based tool for grantees to upload environmental data to CEDEN and error check the data. In the Non-Point Source program, Water Board staff and USEPA are developing proposals for improving the usefulness of grant project monitoring. For the Areas of Special Biological Significance (ASBS) Grant Program, the Natural Water Quality Committee has developed specific recommendations to assist grantees with effectiveness monitoring of grant projects. Those recommendations are discussed in Section 2.2.6 of the Monitoring Council's Comprehensive Monitoring Program Strategy.</p> <p>Grants for water quality improvement projects are also managed by the Department of Water Resources (DWR), the Department of Public Health (CDPH) and other Agencies and Conservancies.</p>
<p>Attachment Links:</p>	<ul style="list-style-type: none"> • SB 1070 (see Section 13181(a)(6) and (e)(4)) • MOU between Cal/EPA and the Natural Resources Agency (see Sections IV.2. and V.4.) • Monitoring Council' Comprehensive Monitoring Program Strategy (see Section 2.2.6 beginning on page 29 and Recommendation on page 46) • Water Board Determining, Measuring, and Documenting Project

	Effectiveness – presentation by Leslie Laudon	
Contact Persons:	Karen Larsen Leslie Laudon	klarsen@waterboards.ca.gov , (916) 319-9769 llaudon@waterboards.ca.gov , (916) 341-5499
Notes:	<p>Leslie Laudon provided information about Water Board requirements to document project effectiveness. Four large bond measures beginning in 2000 have funded \$1.7 billion worth of projects in over 36 programs. Each program has different goals. Statute requires documentation of project effectiveness for some programs, but this does not always translate into water quality data. Project reports documenting effectiveness are made public through the Water Boards' Financial Assistance Application Submittal Tool (FAAST) and the Natural Resources Project Inventory (NRPI) at UC Davis. Working with the Department of Water Resources, the Water Boards have provided guidance and training, standardizing performance measures for projects in a variety of activity categories.</p> <p>Most grant projects have a short timeframe (3 to 5 years) in which it is difficult to measure water quality improvement. As a result, alternate measures and realistic targets are needed.</p> <p>Currently there is a disjointed system by which grant project data are managed, including:</p> <ul style="list-style-type: none"> • Paper and PDF project files • Financial Assistance Application Submittal Tool (FAAST), a publicly accessible and searchable web-based system that contains Project Assessment and Evaluation Plans, monitoring and reporting plans, final project reports and summary reports • Natural Resources Project Inventory (NRPI), a publicly accessible and searchable web-based system that includes some information on about 8,000 projects • CEDEN, which is envisioned to be the repository for water quality data generated by grant projects <p>Karen Larsen provided information about work that is being done to assess the feasibility of moving Water Board grant water quality data into CEDEN. A large bond project is funding the upload of existing/current completed grant project water quality data. Of 200 projects have been evaluated in FAAST:</p> <ul style="list-style-type: none"> • 5 already have data in CEDEN from the Central Coast Ambient Monitoring Program (CCAMP) • 30 have water quality data collected • 15 new projects will work to make their data readily available • 85 unsure if they have water quality data • 70 have no water quality data <p>The California Data Uploading and Checking System (Cal DUCS) from CCAMP is being evaluated and documented for use by grant recipients to upload data into CEDEN. Department of Water Resources grant projects are not currently involved in this effort.</p> <p>Grants for Integrated Regional Watershed Management will be coordinated</p>	

	<p>between the Water Boards and DWR (Tracy Billingsly and Joe Young), but the data will be identified as permit compliance data rather than grant data, especially for projects involving drinking water or wastewater. Exceptions will be non-point source and watershed restoration projects. Groundwater data will go into GeoTracker GAMA, while drinking water data will go to the Department of Public Health. CEDEN and GAMA are accepting data now. Additional facilitation (outreach and technical assistance) by the Regional Data Centers is needed for project proponents. Grant agreements will require electronic data submission.</p> <p>Sarge Green asked whether FFAST and NRPI could be linked.</p> <p>Steve Weisberg recommended that people be made aware of what is being done to fix existing problems, citing Clean Beach Initiative grants and the Safe to Swim portal as a model and that more holistic assessments of project and program effectiveness are needed, similar to the work performed by John Dorsey on CBI grant projects. He cited current problem areas as engineering oriented projects that do not collect water quality data, grantees that are inadequately trained to properly collect water quality data, and the measurement of proximal effects (e.g., flow diverted) rather than ultimate effects on water quality.</p> <p>A mechanism is needed to achieve greater consistency of methods, data formats, etc, for grant projects. Areas of Special Biological Assistance (ASBS) grant monitoring will be easier to integrate, due to greater level of advance planning and development of consistent methods. Grant project data need to be screened by the theme-specific workgroups for QA and usefulness to the various portal efforts. The online application system could help triage project data using the water body types by beneficial uses matrix.</p>
<p>Action Items:</p>	<p>Monitoring Council would like a presentation on:</p> <ul style="list-style-type: none"> • Assistance provided to grantees by Regional Data Centers. • ASBS monitoring, including advance planning and integration with MARINe (Ken Schiff) • CEDEN grant project summary outcomes, including data types, quality, portal relevance • Department of Water Resources grant project monitoring

<p>ITEM:</p>	<p>5</p>
<p>Title of Topic:</p>	<p>CALIFORNIA OCEAN PROTECTION COUNCIL (OPC), DRAFT STRATEGIC ACTION PLAN</p>
<p>Purpose:</p>	<ul style="list-style-type: none"> • Presentation of the draft plan by Amber Mace, OPC Executive Director • Monitoring Council comments
<p>Desired Outcome:</p>	<p>Agreement to reflect appropriate aspects of the Monitoring Council's Comprehensive Monitoring Program Strategy for California in the OPC's plan</p>
<p>Background:</p>	<p>The Ocean Protection Council is seeking feedback from partners and the public on its draft five-year strategic action plan for ocean and coastal protection for 2012-2017. This draft plan was developed with input from relevant California</p>

	<p>state agencies and technical experts and will provide overarching vision and direction to advance ecosystem management and protection in California over the next five years. Comments on the plan are due September 12, 2011.</p> <p>The OPC is a cabinet-level body created in 2004 to help ensure that state and local actions are conducted in a manner that is consistent with the protection, conservation, maintenance of healthy coastal and ocean ecosystems and the economy they support. The OPC's overarching role is to coordinate and lead ocean management and protection in California in three primary ways:</p> <ol style="list-style-type: none"> 1) By addressing cross-cutting ocean issues that do not fall neatly under the purview of one agency; 2) By developing forward-looking policy recommendations to advance new or refine existing laws and regulations; and 3) By coordinating across state institutions whose decisions affect coastal waters and the ocean environment. <p>Among other things, Section 35510 of the California Ocean Protection Act (COPA) provides that a goal of all state actions shall be to improve monitoring and data gathering, and advance scientific understanding, to continually improve efforts to protect, conserve, restore, and manage coastal waters and ocean ecosystems. Section 35515 requires the OPC to carry out the following duties and activities:</p> <ul style="list-style-type: none"> • Coordinate activities of state agencies to improve the effectiveness of state efforts to protect ocean and coastal resources. • Establish policies to coordinate the collection and sharing of scientific data related to ocean and coastal resources. • Identify and recommend to the Legislature changes in state law and policy needed to achieve the goals of COPA. • Recommend to the Governor and the Legislature actions the State should take to encourage needed changes in federal law and policy. <p>One of the OPC's key goals is improving the use of scientific and geospatial information in ocean and coastal resource decision making, as defined by AB 2125 (Ruskin, 2010).</p> <p>There are obvious parallels with the mission of the Monitoring Council pursuant to SB 1070. For this reason, the Monitoring Council's Comprehensive Monitoring Program Strategy for California identifies the OPC as the best fit to lead the ocean ecosystem workgroup and portal development effort.</p> <p>Monitoring Council Member Linda Sheehan urged the OPC to embrace the Monitoring Council's vision at their September 2010 meeting. Jon Marshack briefed OPC management and staff in January and April of this year and made a presentation on the Monitoring Council at the March 2011 OPC meeting. The Monitoring Council briefing for Natural Resources Secretary John Laird, also in March of this year, included a request for OPC involvement.</p>
Attachment Links:	OPC Draft Five-Year Strategic Action Plan for 2012-2017
Contact Person:	Jon Marshack jmarshack@waterboards.ca.gov , (916) 341-5514
Notes:	Amber Mace explained that the draft Strategic Action Plan presents five areas on which the OPC will focus over the next five years:

	<ol style="list-style-type: none"> 1. Climate change 2. Sustainable fisheries and marine ecosystems 3. Coastal and ocean impacts from land 4. Industrial uses of the ocean 5. Improved use and sharing of scientific information to support ocean governance and management, which cuts across the other four focal areas <p>In these areas, the OPC intends to have a measurable impact, providing leadership at a high level that is science based. The OPC will fund innovative projects that act as catalysts, rather than providing ongoing support, and leveraging funding from partners. Amber cited recent seafloor mapping efforts as an example. The OPC hopes to coordinate existing actions and fund the synthesis of data for use by managers. For the first time, the OPC hopes to integrate ocean and near-coastal policy into DWR's Water Plan. OPC has acted as a coordinating body for marine debris and coastal sediment management. At this time, the OPC has a staff of five people and available grant funds are running low.</p> <p>Amber requested specific comments be provided in writing on the draft Strategic Action Plan. Specific language changes and additions would be most useful. Armand Ruby asked that the Monitoring Council and SB 1070 be included in the Strategic Action Plan.</p> <p>Sarge Green offered that a current gap in the Action Plan is providing assistance to local land use planning. Amber responded that the delivery of information to local government on climate change and sea level rise was included. But OPC relies on others (e.g., Regional Water Boards) to relay ocean water quality information to the locals.</p> <p>Steve Weisberg asked whether a collaborative relationship could be achieved between the OPC and the Monitoring Council. Amber replied that the Marine Protected Area (MPA) portal development effort of the MPA Monitoring Enterprise would fulfill the Monitoring Council's needs. Armand Ruby asked whether the Monitoring Enterprise would be willing to adopt the Monitoring Council's framework, so that the MPA portal would fit with other portals already developed and being developed. Amber responded that it would be great if it fits, but this is not a priority for the OPC. Steve Weisberg observed that the Monitoring Enterprise has an overlap with the Monitoring Council, but that there were significant differences in focus. So, Monitoring Council needs cannot drive.</p> <p>Steve Weisberg asked how the Monitoring Council could help the OPC. Amber responded that she and her staff do not use the portals in their daily work, as they are geared toward the public, targeted at a different level. They are not currently useful to generate policy recommendations. She indicated that the Monitoring Council could help by delivering water quality data and helping to coordinate those data with ecological data that is the current focus of the OPC. Steve suggested that the data generated by MARINE would be helpful to the OPC and the MPA Monitoring Enterprise. He also offered that the work of the Wetland Monitoring Workgroup is relevant to the OPC and could provide a case study for coordination. Amber responded that the OPC has not highlighted wetlands adequately, as they feel the wetlands are covered by others. The OPC's main wetland focus would be the effects of climate change.</p>
<p>Decisions:</p>	<p>The Monitoring Council will provide written comments to the OPC on their draft</p>

	Strategic Action Plan.
Action Items:	<ul style="list-style-type: none"> • Jon Marshack will draft a comment letter and circulate it by email for Monitoring Council approval • The Monitoring Council would like a presentation from Liz Whiteman on the MPA Monitoring Enterprise on their plans for ocean health assessment and portal development

ITEM:	6	
Title of Topic:	TRACKING PORTAL USAGE	
Purpose:	Presentation by Jon Marshack on My Water Quality portal usage statistics	
Desired Outcome:	Information and comment	
Background:	<p>At the December 2010 Monitoring Council meeting, Jon Marshack presented limited statistics on portal usage derived using Google Analytics. Mike Connor recommended that portal hit statistics be compared with other websites, such as Heal the Bay, Water Keepers, and Water Boards, to provide a perspective on the success of the portals. He recommended that tracking of portal hits should be expanded to all portal pages. Information on the types of users (e.g. agency) and trends in use would also be helpful. Steve Steinberg indicated that it would be useful to know how many queries were made on each page, to judge use of the tools provided. He also suggested that it be determined how far toward the top the portals appear on Google searches for terms like “California swimming”.</p>	
Attachment Links:	<ul style="list-style-type: none"> • My Water Quality portals • Tracking Web Portal Usage – presentation by Jon Marshack 	
Contact Person:	Jon Marshack	jmarshack@waterboards.ca.gov , (916) 341-5514
Notes:	<p>Steve Weisberg noted that portal usage information could be featured in future legislative briefings as a measure of the success of Monitoring Council efforts. More comparative statistics are needed to provide a context for the information presented on the My Water Quality portals. It appears that a significant fraction of portal usage is by state workers, while the intent is to focus more on reaching the public. We need to determine our target audiences. A publicity strategy is needed to increase portal usage. Karen Larsen asked what the Water Boards’ new Public Affairs Director could do to help.</p> <p>Sarah Aminzadeh noted that a wide variety of referring sites is good, but could be improved. She suggested that we follow up with all legislators, partner agencies and organizations, and workgroup participants, asking that they place the My Water Quality button link on their websites. All Monitoring Council Members and Alternates should also display the button link on their organizations’ websites. In addition, we need to target water quality professionals. Could BC Water News run a feature article or a regular feature on the portals? Also check on green blogs in the SF Chronicle and LA Times and regional Huffington websites. The 40th Anniversary of the Clean Water Act is in 2012. Coastal Cleanup Day is September 17. Both could be opportunities to publicize the portals. Monitoring Council Members need to do their part to</p>	

	<p>increase portal exposure.</p> <p>Sarge Green observed that we need to launch the Safe to Drink portal to get more public interest. Paul Collins said that we need more impact on the portal home pages, such as videos, graphics and webcams. Jon Marshack responded the main focus of SB 1070 is to coordinate and make more effective monitoring and reporting efforts, while also making the information available to the public.</p>
Decisions:	Portal usage is too low and publicity is needed to improve portal usage.
Action Items:	<ul style="list-style-type: none"> • A future Monitoring Council agenda item should focus on our goals. • Follow up with legislators, Monitoring Council Members and Alternates, workgroup member organizations and other Monitoring Council partners requesting that they include the My Water Quality button on their websites. • Work with the Water Boards' Public Affairs Office to see how they can help with portal publicity. • Monitoring Council Members need to do their part to increase awareness and usage of the portals. • A future agenda item should present new portal usage statistics to gauge the effectiveness of the above efforts.

ITEM:	7	
Title of Topic:	MEETING WRAP-UP	
Purpose:	<p>a) Summarize meeting</p> <p>b) Plan agenda for October 26, 2011 Council meeting – potential items include:</p> <ul style="list-style-type: none"> • Central Valley Monitoring Directory • Detailed report on Data Management Workgroup and CEDEN development • USEPA Healthy Watersheds Initiative, California pilot proposal • Department of Public Health involvement in Safe to Drink and other workgroup efforts, including encouraging water purveyors to place their Consumer Confidence Reports on the USEPA website • Monitoring Council meeting dates for 2012 – bring your calendars! 	
Desired Outcome:	Develop agenda items for the next meeting	
Contact Person:	Jon Marshack	jmarshack@waterboards.ca.gov , (916) 341-5514
Action Items:	<p>a) Jon Marshack will poll Monitoring Council Members and Alternates via email about 2012 meeting dates and weather meetings should occur quarterly.</p> <p>b) Add the following items to those listed above for the October agenda:</p> <ul style="list-style-type: none"> • ASBS grant monitoring, including advance planning and integration with MARINe (Ken Schiff) • Outreach efforts of each Monitoring Council Member 	

	<ul style="list-style-type: none">• Follow-up on Google Analytics
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September 6, 2011
Approved November 30, 2011