

DATA MANAGEMENT AND REPORTING CENTRAL COAST WATER BOARD AGRICULTURAL REGULATORY PROGRAM



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OVERVIEW

- Purpose and Priorities
- Reporting Mechanism - GeoTracker
- Data Elements
 - electronic-Notice of Intent (eNOI)
 - Groundwater Monitoring and Reporting
 - Annual Compliance Form (ACF)
- Grower Outreach and Assistance
- Measures of Success
- Benefits and Challenges



PURPOSE:

- Manage regulatory information and data

PRIORITIES:

- Ensure high quality data
- Growers maintain control of their data
- Protect proprietary information
- Geo-located
- Staff access data for case management
- Utilize existing data systems to support data integration and sharing.



GEOTracker

- Database and GIS – Since 2000
- Tracks regulatory data for Water Board
- Electronic, Online access
- Integrates data sets from multiple sources
- Public and secure portals
- Easy-to-use Google maps interface and online reporting



DATA ELEMENTS

electronic Notice of Intent (eNOI)

- Landowner/Operator Info
- Ranch Info
 - Acreage, Crop, Irrigation Info



Groundwater Monitoring

- Nitrate and General Minerals

Annual Compliance Form

- Discharge characteristics
- Management Practice Info



eNOI Ranch Information

Section IX: Assessor Parcel Number(s) and Landowner(s)

[ADD ADDITIONAL LAND OWNER](#)

Assessor Parcel #**(s)**:

The following individual is the : Landowner Trustee or Other Authorized Legal Representative of the Landowner

Name of Landowner: Contact Name:

Mailing Address: City: State: Zip:

Phone Number: Fax Number: E-mail Address:

Section X: Ranch / Farm Contact Information

Ranch / Farm Contact:

Mailing Address: City: State: Zip:

Phone Number: Fax Number: E-mail Address:

Section XI: Ranch/Farm Characteristics

Total Irrigated Acres: **Total Tailwater Acres**
Equals A + B + C and cannot exceed Total Irrigated Acres:

Irrigation Discharge Type:

(fill in all that apply)

A). Acres Discharging to ONLY Ditches or Any Other Type of Surface Discharge:

B). Acres Discharging to ONLY Tile Drains or Any Other Type of Sub-Surface Drainage System:

C). Acres Discharging to BOTH Ditches and Tile Drains:

D). Acres Discharging to Pond(s):

eNOI Ranch Information


Section VIII: Ranch Location

Is this ranch located on one contiguous block of land? YES NO If YES, mark the centroid of the ranch. If NO, mark the largest parcel.

Ranch Address / Location: City: ADDRESS IS A RESIDENCE

Provide Geographic Location of Ranch / Farm

Mark the Ranch Location on an Interactive Map

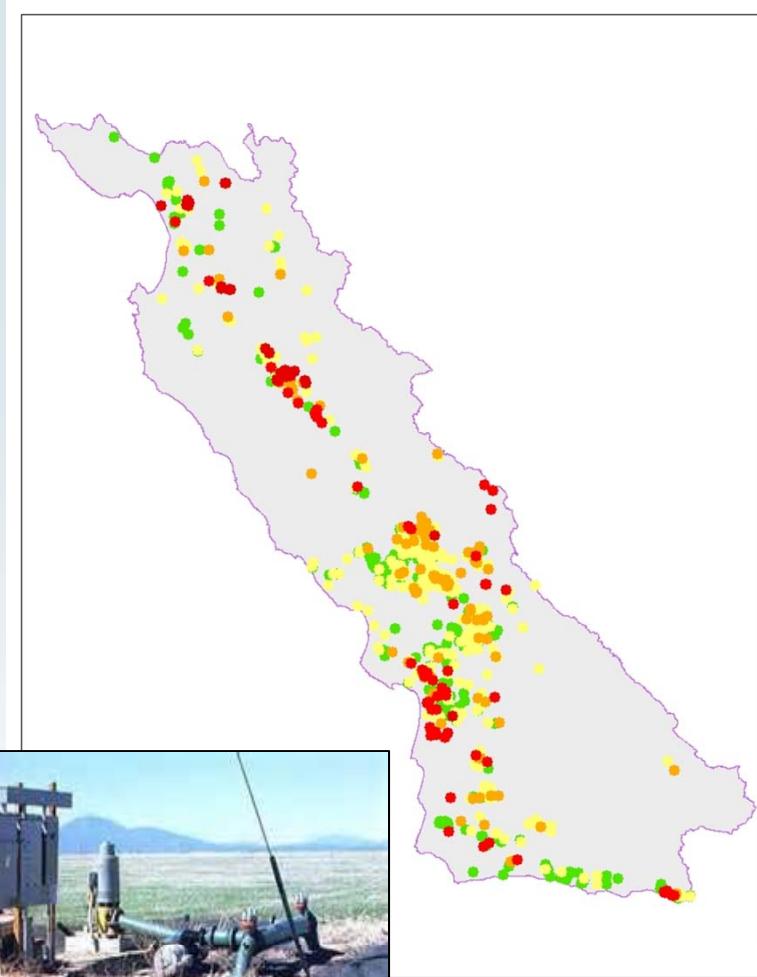
CLICK AND DRAG THE  ICON ON THE MAP TO THE LOCATION OF THIS RANCH / FARM

Latitude:

Longitude:



GROUNDWATER MONITORING



- Primary Irrigation Well
- All Drinking Water Well
- Nitrate
- General Minerals
- Well Information
- Well Location
- Results uploaded by laboratory



ANNUAL COMPLIANCE FORM

Proprietary Information

Information related to trade secrets or secret processes are exempt from public disclosure pursuant to Water Code §13267. If the Discharger asserts that all or a portion of a report submitted is exempt from public disclosure the Discharger must provide an explanation of how those portions of the reports are exempt from public disclosure.

Does this Annual Compliance Form contain information related to trade secrets or secret processes)? YES NO

If YES, identify the specific section in this Annual Compliance Form where this exempt information is contained and provide a brief justification:

OUTREACH AND ASSISTANCE

Initial eNOI Enrollment: *Nov. 2010 – Feb. 2011*

- *1,102 phone calls*
- *5 workshops conducted*
- *Multiple languages*

Update eNOI: *Sept. 2011 – Nov. 2011*

- *840 phone calls*
- *4 workshops conducted*

eNOI and ACF Submittals: *Nov. 2012 – Dec. 2012*

- *400 phone calls*
- *5 workshops conducted*

Ongoing Grower Assistance Available



MEASURES OF SUCCESS

2011

- ~377,988 acres of irrigated land (87%)
- ~1,690 operations / 3,800 farms

2012

- ~396,000 acres of irrigated land (91%)
- ~1,739 operations / 4,196 farms

2013

- ~429,980 acres of irrigated land (99%)
- ~1,918 operations / 4,267 farms
- Annual Compliance Form ~ 1328 farms



SUMMARY

Successes:

- Positive response from many growers. Online reporting has high level of engagement and compliance.
- Increase in enrollment.
- Cost-effective data management and case handling prioritization.
- Easily share data and integrate with other data sources.

Challenges:

- Farm diversity requires high level information.
- Outreach costly and not well attended.
- Some growers do not update or retain knowledge.