

Jurisdictional Urban Runoff Management Plan Annual Report Fiscal Year 2011-2012

15.0 CONCLUSIONS AND RECOMMENDATIONS

This JURMP annual report documents the progress of implementation of the County's urban runoff management programs during FY 2011-12. Key accomplishments include the following:

- Effectiveness assessment was a primary focus whenever data and information were available to support analysis. The County continued to use targeted outcomes to direct and to evaluate the effectiveness of its programs. With few exceptions, targets were met or exceeded.
- Because increases in knowledge and awareness are the cornerstone of sustained behavioral change, outreach and education were the primary driver of the County's programs. Through the active use of surveys and tests during internal training and external outreach activities, the County continued to increase its knowledge of key target audiences and to better understand how they can be more effectively reached.
- Existing regulatory inspection processes provided the feedback necessary to evaluate compliance at a variety of sources. Results showed substantial compliance at a wide range of industrial and commercial facilities, and allowed staff to identify areas where additional improvements can be made. Construction inspection results continued to demonstrate very high levels of compliance at regulated sites.
- A continued commitment to structural improvements was evidenced through the requirement of treatment control BMPs both for private development and the County's own capital projects.
- Permit re-issuance was a major focus of discussion. In preparation for a new permit cycle, staff participated in numerous meetings and discussions with representatives of the RWQCB, other Copermitees, and a wide range of interested parties. Among the areas of discussion, some potential changes appear to have particular long-term significance; these include an increased emphasis on watershed plans and adaptive management processes to guide program improvements over time.

In summary, the County's urban runoff management programs were successful in maintaining substantial compliance with applicable provisions of Order No. R9-2007-0001 during FY 2011-12. This implementation experience will provide an important basis for the continued improvement of programs under a re-issued permit.