

**SAN DIEGO MUNICIPAL STORMWATER COPERMITTEES
URBAN RUNOFF MANAGEMENT PROGRAM ANNUAL REPORT, JANUARY 2008**

Executive Summary

This Unified Annual Report describes activities conducted by the San Diego Municipal Stormwater Copermittees during Fiscal Year 2006-2007 (July 1, 2006 to June 30, 2007) in accordance with the Municipal Stormwater Permit (Order No. 2001-01; Permit). It consists of three parts.

Part I – Common Activities Section

The Common Activities section describes the key activities and accomplishments of the Copermittees in collaboratively addressing regional, jurisdictional, and watershed issues toward a more effective integration of efforts. This included the ongoing coordination of numerous activities, including more than 55 separate meetings of regional working bodies. To a great extent, many of these efforts were focused on updating existing approaches, and increasing future coordination of regional activities in support of the January 2007 re-issuance of the Permit. Key accomplishments include:

- Development of an expanded regional management structure to coordinate the development and implementation of Copermittee programs under the new Permit;
- Completion and adoption of an interim First Amendment to the Copermittees' Memorandum of Understanding (MOU) to allow continued coordination and funding of regional activities while a more substantial update could be completed;
- Establishment of a SUSMP and Hydromodification Workgroup to develop a regional Hydromodification Management Plan to manage discharges from development projects;
- Substantial progress in developing regional standards for reporting and assessing programs;
- Initial drafting of a Regional Residential Education Plan to guide education to the general public;
- Continued implementation of the Healthy Garden Healthy Home (HGHH) campaign;
- Continued participation in a number of external working bodies (Southern California Monitoring Coalition, California Stormwater Quality Association, and Integrated Regional Water Management) focusing on long-term program improvement;
- Comprehensive updates of monitoring programs to meet the updated standards of the new Permit;
- Significant progress on developing standardized WURMP reporting formats and a model watershed strategy to help guide Copermittees in the selection of appropriate watershed water quality and education activities; and
- Continued effective use of websites and hotlines to facilitate public participation in Copermittee programs.

Part II – JURMP Annual Reports

Each Copermittee has submitted individual FY 2006-07 JURMP Annual Reports under separate cover. Refer to each JURMP Annual Report for program highlights.

Part III – WURMP Annual Reports

Part III to this unified submittal is contained within a separate volume and includes nine WURMP Annual Reports – one corresponding to each watershed management area within the San Diego region. Refer to each WURMP Annual Report for program highlights.

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1. Common Activities

A. INTRODUCTION

The San Diego Municipal Stormwater Permit Order 2001-01¹ (Permit) designates the County of San Diego, the San Diego Unified Port District, the San Diego County Regional Airport Authority, and the eighteen incorporated cities within San Diego County as joint Copermittees with specific responsibilities to develop and implement urban runoff management programs at the regional, watershed, and jurisdictional levels. Section I of this report describes Copermittee collaboration at the regional and watershed levels during FY 2006-07 (July 1, 2006 to June 30, 2007²). Additional activities conducted during this same time period, but which did not involve regional coordination amongst Copermittees, are described within the individual Jurisdictional Urban Runoff Management Program (JURMP) and Watershed Urban Runoff Management Program (WURMP) and Annual Reports (sections II and III to this report, respectively).

B. REGIONAL PROGRAMS AND ACTIVITIES

Consistent approaches to urban runoff management are necessary to efficiently utilize program resources and to establish awareness and recognition throughout the region. Copermittee collaboration in developing and implementing regional programs and in establishing standards and consistency for jurisdictional programs is described below. Other activities that are focused specifically on watershed-level programs are described in section C.

B.1 PLANNING AND COORDINATION

Copermittee activities and programs were coordinated through numerous working bodies during FY 2006-07. The activities and accomplishments of these groups are described below.

B.1.1 Copermittee Management Committee

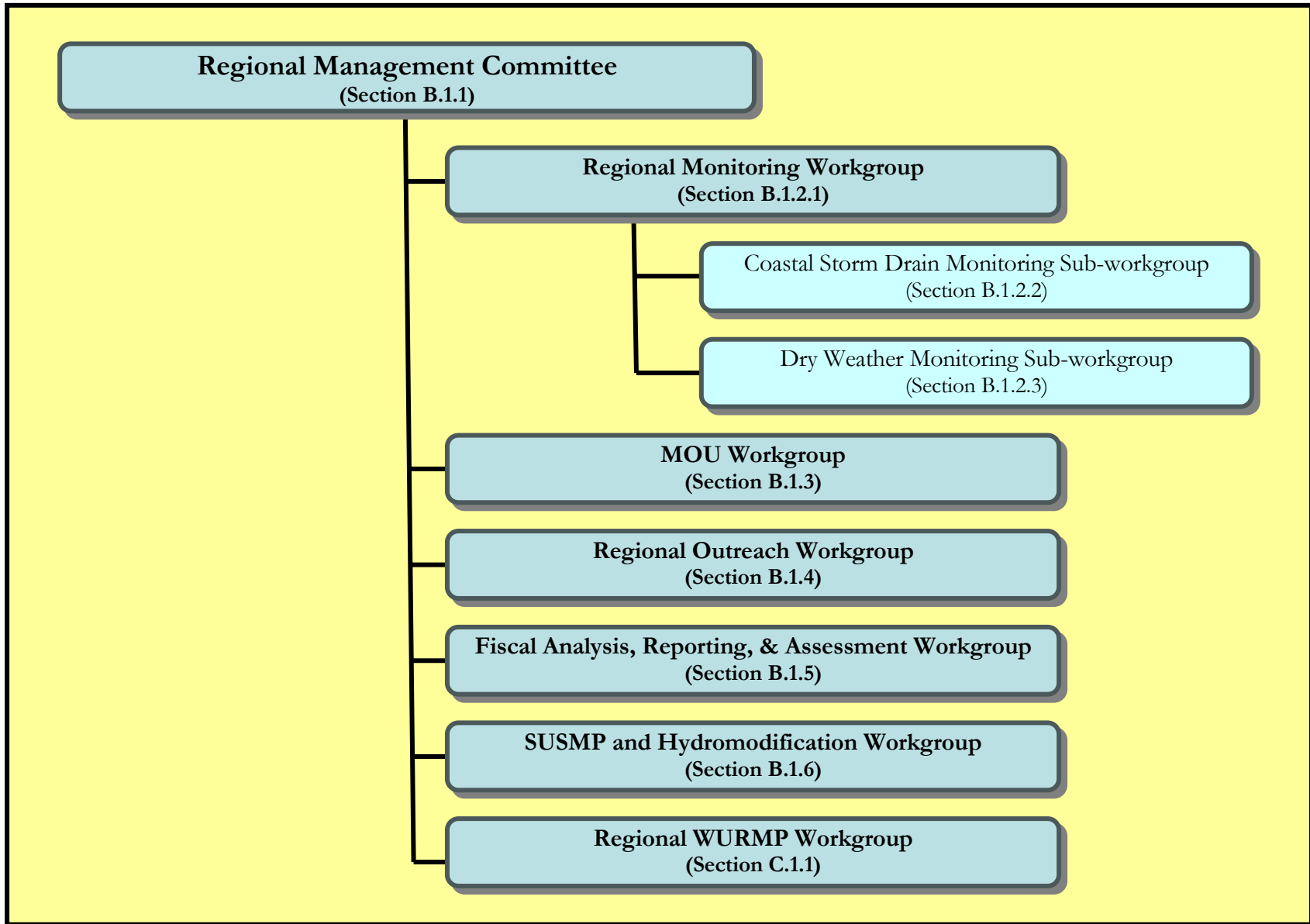
Regional urban runoff management efforts are coordinated through the San Diego Regional Stormwater Management Committee, or Management Committee. The Management Committee is chaired by the County of San Diego and is comprised of one representative from each of the 21 Copermittees. Its primary functions are: to promote consistency between regional, watershed, and jurisdictional programs; to develop and coordinate responses to issues or correspondence of a regional nature; to identify and address regional water quality concerns; to develop regional strategies; and to coordinate reporting.

As illustrated in Figure B.1, several working bodies provide feedback to the Copermittee Management Committee. In some cases, they are responsible to develop recommended annual budgets and program plans, which are then forwarded for Management Committee approval.

¹ The requirements of Order No. 2007-0001, which supercede those of Order No. 2001-01, were not effective during this reporting period.

² In some instances, activities conducted beyond the end of this reporting period are described, either because they are an extension of activities conducted within the reporting period, or to provide available information in a more timely fashion.

Figure B.1: Copermitttee Management Committee and Workgroups Active during FY 2006-07



The Management Committee met six times during FY 2006-07. Meeting attendance over that period totaled 355. Meeting dates, locations, attendance totals, and major agenda items are provided in Table B.1. As applicable, each meeting included the following standing agenda items:

- Program updates provided by Copermittee representatives
- Administrative update provided by the chair
- Update from the Regional Water Quality Control Board (RWQCB)
- Open forum for public comment and discussion of miscellaneous issues.

As in previous reporting periods, the Management Committee continued to voluntarily facilitate public participation in accordance with the Brown Act open meeting rules. Management Committee meetings were noticed via e-mail and on the Project Clean Water website, Copermittee page (www.projectcleanwater.org/html/copermittees.html) prior to each meeting. The e-mail notification list for Management Committee meetings is comprised of 328³ interested parties, and includes a broad array of stakeholders.

Table B.1: Copermittee Management Committee Meetings

Date	Host / Location	# Copermittees	# Total Attendees	Major Agenda Items
July 20, 2006	City of Poway 13325 Civic Center Drive Poway, CA 92064	21	46	<ul style="list-style-type: none"> □ Approval of Funding for Technical Support on Monitoring Requirements of Tentative Order □ City of Poway Regional Structural BMPs □ County of San Diego Porous Pavement Demonstration Project □ The San Diego Integrated Regional Water Management Plan □ Discussion of Policy on Fire Sprinkler Discharges
November 16, 2006	Carlsbad Safety Center 2560 Orion Way Carlsbad, CA 92010	21	46	<ul style="list-style-type: none"> □ Google Calendar as a Tool for Coordinating Copermittee Work □ Approval of Funding for Expenditure of Balance Left Over from Think Blue IPM PSA □ Sponsorship of an Advanced Community Based Social Marketing (CBSM) Workshop □ County BMP Vector Control Program □ City of Encinitas UV Treatment Facility at Moonlight Beach
January 18, 2007	Chula Vista Public Works 1800 Maxwell Road Chula Vista, CA 91911	21	20	<ul style="list-style-type: none"> □ Discussion of Potential Shared Costs Budget for FY 2007-08 □ Approval of Unified Annual Report – Common Activities Section
March 15, 2007	City of Poway	21	58	<ul style="list-style-type: none"> □ Amendment of FY 2006-07 Receiving

³ Total estimated as of 12-27-07.

Date	Host / Location	# Copermittees	# Total Attendees	Major Agenda Items
	13325 Civic Center Drive Poway, CA 92064			<ul style="list-style-type: none"> Waters Monitoring Program Scope of Work ▫ City of San Diego Water Department Watershed Sign Program ▫ Presentation of Monitoring Results ▫ Approval of Shared Costs Budget for FY 2007-08 ▫ Modification of Existing Copermittee MOU
April 5, 2007	County of San Diego 9325 Hazard Way San Diego, CA 92123	17	25	<ul style="list-style-type: none"> ▫ Proposed Use of FY 2006-07 Education Funds in FY 2007-08 ▫ Proposed Hydromodification Management Plan Special Cost Share Formula ▫ Modification of Existing Copermittee MOU
May 17, 2007	Chula Vista Public Works 1800 Maxwell Road Chula Vista, CA 91911	18	41	<ul style="list-style-type: none"> ▫ Approval of Modifications to Monitoring Budget ▫ Update on Stormwater Waivers ▫ Best Management Practice Portal Project Update ▫ Integrated Regional Watershed Management Plan Update ▫ First Year Planning Update

On March 15, 2007, the Management Committee adopted a cost sharing budget for FY 2007-08. Although a Budget Workgroup has been responsible for developing recommended shared costs budgets in previous years, this task was coordinated through the County as Principal Copermittee for FY 2007-08. This budget, as well as those for previous fiscal years, is presented in detail in Table B.2. As shown, the overall budget for FY 2007-08 is substantially increased over those of previous fiscal years. Shared costs are generally split among Copermittees according to the following formula: 45% population, 45% land area, and 10% equal division. However, for FY 2007-08, the budget related to the development of a Hydromodification Management Plan is divided according to a special formula that is weighted to the number of developable parcels within each Copermittee's jurisdiction. Under the Copermittees' new MOU (see section B.1.3), special formulas may also be used to determine other share budgets in the future. The Copermittees have not yet completed a proposed FY 2008-09 budget; however, it is expected to be adopted in March 2008.

B.1.2 Monitoring Workgroups

B.1.2.1 Regional Monitoring Workgroup

The purpose of the Regional Monitoring Workgroup is to oversee regional and regionally-applicable water quality monitoring and assessment activities. Throughout the reporting period, the Monitoring Workgroup directed and worked closely with the Copermittees' contractor, Weston Solutions, to implement regional monitoring programs and to review and provide input on the interpretation of monitoring results. Additionally, the Workgroup provided substantive feedback during the

completion of new monitoring requirements, and developed consensus standards and approaches to the implementation of updated programs.

Table B.2: Adopted Regional Cost Sharing Budgets (FY 2003-04 through 2007-08)

Budget Item	FY 2003-04 Budget	FY 2004-05 Budget	FY 2005-06 Budget	FY 2006-07 Budget	FY 2007-08 Budget
Working Body Support	\$0	\$0	\$0	\$0	\$569,000
Receiving Waters Monitoring Program	\$924,492	\$1,115,994	\$1,115,994	\$1,115,994	\$1,486,528
Regional Education	\$40,000	\$40,000	\$40,000	\$40,000	\$125,000
CASQA Membership	\$15,000	\$15,000	\$15,000	\$15,000	\$20,000
Recommended Land Use Planning Approaches	\$0	\$0	\$0	\$0	\$15,000
Model SUSMP Update	\$0	\$0	\$0	\$0	\$50,000
Hydromodification Management Plan	\$0	\$0	\$0	\$0	\$600,000
Other Consulting Services	N/A	N/A	\$50,000	N/A	\$0
Total	\$979,492	\$1,170,994	\$1,220,994	\$1,170,994	\$2,865,528

The Monitoring Workgroup met thirteen times during the reporting period; meeting dates, locations, and major agenda items are summarized in Table B.3. In addition to the specific topics listed, the following were standing agenda items at most meetings:

- Dry Weather and Coastal Storm Drain Sub-workgroup Updates
- Database Management and Issues
- Total Maximum Daily Load (TMDL) Issues
- Stormwater Monitoring Coalition (SMC) Updates

Meeting summaries from the Regional Monitoring Workgroup meetings can be accessed on the Project Clean Water Web site at: http://www.projectcleanwater.org/html/wg_monitoring.html.

B.1.2.2 Coastal Storm Drain Monitoring Sub-workgroup

The Coastal Storm Drain Monitoring Sub-workgroup was formed in summer 2001 to design an adaptive coastal storm drain-monitoring program. The adaptive program was designed to focus bacterial indicator monitoring most heavily on those coastal storm drains that pose the greatest threat to recreational receiving waters, while allocating a lower monitoring intensity to locations exhibiting consistently low levels of bacteria. It was thus intended to make efficient use of Copermittee resources by targeting high priority storm drains first, and reducing sampling intensity at lower priority locations. Implementation of the adaptive program commenced on April 1, 2003 and continued through 2007. All monitoring results from October 2006 – September 2007 are included in the Coastal Storm Drain Monitoring Report submitted to the SDRWQCB under separate cover.

Table B.3: Regional Monitoring Workgroup Meetings⁴

Date	Major Agenda Items
July 13, 2006	<ul style="list-style-type: none"> ▫ Consideration of FY 2006-2007 Monitoring Program Options ▫ Review of Ambient Bay and Lagoon Program
August 15, 2006	<ul style="list-style-type: none"> ▫ Numeric Effluent Limits in NPDES Permits ▫ Brainstorm the Future Direction of Ambient Bay and Lagoon Program
September 19, 2006	<ul style="list-style-type: none"> ▫ Participation in Bight 2008 Study in lieu of Regional Monitoring ▫ Draft Regional Monitoring Budget for FY 2007-2008
October 17, 2006	<ul style="list-style-type: none"> ▫ Wet Weather and Bioassessment Monitoring Update & Report Preparation ▫ Draft Regional Monitoring Budget for FY 2007-2008
November 28, 2006	<ul style="list-style-type: none"> ▫ Comments on the Annual Report ▫ Discussion- Draft Regional Monitoring Budget for Fy 2007-2008
December 12, 2006	<ul style="list-style-type: none"> ▫ December 2006 Draft Of Tentative Permit – Regional Monitoring Component ▫ Draft Regional Monitoring Budget for 2007-2008
January 30, 2007	<ul style="list-style-type: none"> ▫ Regional Monitoring Permit Status ▫ Identify and Prioritize Issues and Develop Strategies to Address Key Issues for 2007
February 27, 2007	<ul style="list-style-type: none"> ▫ Identify and Prioritize Issues and Develop Strategies to Address Key Issues for 2007 – WURMP Leads input
March 27, 2007	<ul style="list-style-type: none"> ▫ Regional Monitoring Permit Status ▫ Presentation and Discussion: How we prioritize ‘constituents’ using the Watershed Assessment Framework and Baseline Long-term Effectiveness Assessment methodologies.
April 24, 2007	<ul style="list-style-type: none"> ▫ Request Funds in the FY 2006-07 Regional Monitoring Budget to be carried over into FY 2007-08 ▫ Use of FY 2006-2007 funds to develop Pyrethroid Program for July 1, 2007 RWQCB submittal ▫ Use of FY 2006-2007 funds to develop Trash Assessment Program for July 1, 2007 RWQCB submittal ▫ Santa Ana Regional Monitoring Program Presentation by SCCWRP
May 09, 2007	<ul style="list-style-type: none"> ▫ Pyrethroid Monitoring Program ▫ Trash Monitoring ▫ Discussion of ABLM Memo from RWQCB
May 22, 2007	<ul style="list-style-type: none"> ▫ Update on Draft Pyrethroids Work plan ▫ Update on Draft Trash Work plan ▫ ABLM Program Memo from RWQCB
June 21, 2007	<ul style="list-style-type: none"> ▫ Presentation and Discussion of Measurement of Pollutant Loads

The Sub-workgroup met three times during this reporting period. Meeting dates, locations, and major agenda items are provided in Table B.4.

⁴ All meetings were held at the County of San Diego offices, 9325 Hazard Way, San Diego

Table B.4: Coastal Storm Drain Monitoring Sub-workgroup Meetings

Date	Location	Major Agenda Items
September 13, 2006	City of Encinitas 505 South Vulcan Ave Encinitas, CA	<ul style="list-style-type: none"> ▫ Annual Report preparation: data submittals, assignments, timeline, review California Ocean Plan Amendments
February 28, 2007	City of Encinitas 505 South Vulcan Ave Encinitas, CA	<ul style="list-style-type: none"> ▫ Review of Annual Report Submittal; Sampling Frequency Reduction Sites; Monitoring under Order 2007-01; Lagoon Investigative Order and available data.
April 4, 2007	City of Encinitas 505 South Vulcan Ave Encinitas, CA	<ul style="list-style-type: none"> ▫ Program changes according to previous recommendations and new permit requirements.

B.1.2.3 Dry Weather Monitoring Sub-workgroup

The Dry Weather Monitoring Sub-workgroup continued to meet regularly to discuss and address regional issues including monitoring procedures, action levels and reporting limits, follow-up source investigations, and data quality, management, and analysis. Major accomplishments during this reporting period include:

- Reviewing the previous year’s monitoring results;
- Coordinating regional data submittal, including data sharing formats and quality assurance;
- Facilitating group discussion and public involvement; and
- Identifying and discussing issues related to implementation of the new Permit, and developing consensus standards and approaches for addressing them.

The workgroup met four times in FY 2006-07. Meeting dates, locations, and major agenda items are provided in Table B.5.

Table B.5: Dry Weather Monitoring Sub-workgroup Meetings

Date	Host / Location	Major Agenda Items
October 18, 2006	County of San Diego 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Issues Related to the Tentative Order No. R9-2006-0011 ▫ Issues Related to Dry Weather Monitoring Data
November 15, 2006	County of San Diego 9325 Hazard Way	<ul style="list-style-type: none"> ▫ 2006 Dry Weather Monitoring Data Submittal ▫ Updates of Task Issues Pertinent to the Tentative Order No. R9-2006-0011
February 14, 2007	County of San Diego 9325 Hazard Way	<ul style="list-style-type: none"> ▫ 2005 Dry Weather Monitoring Results ▫ 2006 Dry Weather Monitoring Data Submittal ▫ New Permit (Order No. R9-2007-0001) Issues Pertinent to Dry Weather Monitoring
April 18, 2007	County of San Diego 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Dry Weather Monitoring Program 2007 <ul style="list-style-type: none"> - Action Levels - Reporting Limits - US EPA approved IDEXX Colilert® and Enterolert® methods ▫ Trash Assessment Development

B.1.3 Memorandum of Understanding (MOU) Workgroup

Section L.1.a of Order No. R9-2007-0001 requires that the Copermittees execute and submit a formal agreement that defines their individual and collective roles and responsibilities in implementing the various provisions of the Permit. Although such an agreement already existed under Order No. 2001-01, the Copermittees determined that substantive changes to it would be needed in order to maintain continued Permit compliance. In anticipation of this need, the Copermittees began the development of an updated MOU during FY 2005-06 and continued that work in FY 2006-07. Workgroup meeting dates, locations, and major agenda items are summarized in Table B.6.

Under the guidance of the MOU Workgroup⁵, the Copermittees completed, and executed on July 24, 2007, a *First Amendment to National Pollutant Discharge Elimination System San Diego Regional Stormwater Copermittees Memorandum of Understanding*. This Amendment modified the Copermittees' Dec. 2001 Memorandum of Understanding in several ways:

- Setting forth a special cost allocation formula for the development of a Hydromodification Plan (HMP);
- Providing for the recovery of administrative costs by the Copermittee contracting the HMP work;
- Allowing for the inclusion of the San Diego Regional Airport Authority in the division of costs, and established a mechanism for recovering them; and
- Extending the term of the MOU through the end of calendar year 2007.

The MOU Amendment was only intended as a short-term solution to meeting the Copermittees' immediate needs and compliance obligations. The Copermittees also developed a new MOU which replaced the existing MOU and Amendment on its execution on January 29, 2008. The new MOU defines a more extensive management structure and responsibilities for all aspects of the Copermittees' Urban Runoff Management Programs. This MOU and the management changes instituted under it will be described in detail in the Copermittees' March 2008 Regional Urban Runoff Management Program.

B.1.4 Regional Outreach Workgroup

The Regional Outreach Workgroup⁶ played a key role in coordinating the regional outreach efforts discussed in Section B.2 below; throughout San Diego County. Meeting dates, locations, and major agenda items are summarized in Table B.7. Additionally, meeting summaries can be downloaded from the Project Clean Water website at: http://www.projectcleanwater.org/html/wg_outreach.html.

⁵ This also included ad hoc Sub-workgroups to address specific issues such as cost-sharing and management structure. Table B.2 includes both Workgroup and Sub-workgroup meetings.

⁶ The Regional Outreach Workgroup and the Project Clean Water Education and Resource Development Technical Advisory Committee (TAC) merged during this reporting period. In the past, the Workgroup has served as a venue for planning and implementing regional outreach activities while the TAC provided an information-sharing forum for water quality and environmental educators. The Workgroup consists of representatives from each of the Copermittees whereas the TAC is open to all interested parties. Benefits of the merger include opportunities for integrated watershed educational efforts, increased networking among water quality educators and Copermittees, opportunities to leverage existing water quality outreach programs throughout the region, maximization of outreach distribution channels, and reduction of overlapping or conflicting messages.

Table B.6: MOU Workgroup and Sub-workgroup Meetings

Date	Host / Location	Major Agenda Items
August 23, 2006	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Review of Workgroup Purpose / Timeline ▫ Recommendations of Cost Sharing Sub-workgroup ▫ Regional and Watershed Management Structure and Representation ▫ Workload Allocation and Reimbursement of Costs
September 07, 2006 (Management Structure Sub-workgroup)	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Review and Modify Suggested Management Structure and Decision-making ▫ Develop Recommendations for Vote Sharing
September 11, 2006 (Cost Sharing Sub-workgroup)	City of San Diego Offices 20 th and B	<ul style="list-style-type: none"> ▫ Administrative Costs for Contract Services ▫ Cost Sharing Formula Recommendations ▫ Final Recommendations
September 11, 2006 (Management Structure Sub-workgroup)	City of San Diego Offices 20 th and B	<ul style="list-style-type: none"> ▫ Review Draft Voting Procedures ▫ Review Draft Management Structure ▫ Further Discuss Specific Responsibilities of Copermittees and Subcommittees
September 21, 2006	Chula Vista Public Works 1800 Maxwell Road Chula Vista, CA 91911	<ul style="list-style-type: none"> ▫ Cost Sharing ▫ Management Structure and Function ▫ Priorities, Tasks, and Schedule for Draft MOU Completion
October 19, 2006	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Written Comments on Tentative Order No. R9-2007-0001 ▫ Review of Update “Copermittee Participation, Program Management, and Voting and Cost-sharing” ▫ Review of Potential Program Management Costs ▫ Review of Potential Working Body Responsibilities
November 30, 2006	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Copermittee Participation in Dec. 13 RWQCB Meeting ▫ Organizational Chart for Copermittee Management Structure ▫ Working Body Responsibilities ▫ Review of Update Materials on Working Body Participation, Program Management, and Voting and Cost sharing ▫ Program Management Options and Costs

B.1.4.1 Regional Stormwater Education Plan

During FY 2006-07, the Copermittee Management Committee voted to appropriate \$40,000 of its Regional Outreach Budget to hire a consultant to develop a region-wide program plan for stormwater and watershed education. The County issued an RFP on October 17, 2006 on behalf of the Copermittees for the development of San Diego Regional Stormwater/Watershed Educational Program Plan. The Source Selection Committee (SSC) consisted of representatives from the County and the cities of San Diego, Imperial Beach, Escondido, and El Cajon. The SSC determined that TRG & Associates offered the best overall value for providing expert consultant services in developing a regional educational program plan.

Table B.7: Regional Outreach Workgroup Meetings

Date	Host / Location	Major Agenda Items
August 16, 2006	City of Encinitas 505 S. Vulcan Ave Encinitas CA	<ul style="list-style-type: none"> ▫ Stormwater Permit Regional Education RFP Update ▫ Funding Updates- CBSM Workshop funds ▫ BMP Web Guide Advisory Committee Update ▫ Emergent Issues ▫ Discussion on Common Behaviors Affecting Regional Water Quality ▫ Roundtable
September 20, 2006	City of San Diego Green Building 9601 Ridgehaven Court, San Diego	<ul style="list-style-type: none"> ▫ Presentation, State Water Resources Control Board Action Plan ▫ Open Discussion
October 18, 2006	San Diego County Water Authority 4677 Overland Avenue	<ul style="list-style-type: none"> ▫ Project SWELL presentation by San Diego Coast keeper ▫ General stormwater brochure ▫ Pet waste strategies ▫ Kits for property management companies
January 17, 2007	San Diego County Water Authority 4677 Overland Avenue	<ul style="list-style-type: none"> ▫ Presentation on Watershed Boundary Signs and Partnership w/ Cal Trans ▫ Presentation on the role of RCD and the different programs it can provide ▫ FY 2007-08 budget ▫ Regional Plan Update ▫ BMP Content for the Project Clean Water Website
February 21, 2007	San Diego County Water Authority 4677 Overland Avenue	<ul style="list-style-type: none"> ▫ Integrated Pest Management (IPM) Kiosk Presentation by Scott Parker, UC Cooperative Extension ▫ Community-Based Social Marketing (CBSM) Discussion
March 13, 2007	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Best Management Practices (BMPs) Project for PCW Website ▫ Budget (FY 2006-07) Projects Discussion - \$40K ▫ Budget Vote (FY 2006-07) ▫ Budget Discussion (FY 2007-08) - \$125K ▫ Core Workgroups –BMP Content for PCW Website and Education Plan
April 18, 2007	Hillside Park Center 840 Buena Terrace El Cajon, CA 92020	<ul style="list-style-type: none"> ▫ Status of Projects <ul style="list-style-type: none"> - PRISM Grant - BMP Content for the Project Clean Water Website - Regional Stormwater/Watershed Educational Program Plan: ▫ Budget Update ▫ Recent Price Quotes for Media ▫ Splash Lab Curriculum ▫ SDCOE Request for Contact Information
June 20, 2007	San Diego County Water Authority, Library Conference Room	<ul style="list-style-type: none"> ▫ Overview of the Purpose of the Regional Education Plan and role of the Outreach Workgroup ▫ Review of TRG Scope of Work ▫ Summary of Comments on TRG Draft Final Report ▫ Recommendations for Final Report

The Outreach Workgroup met with TRG to discuss regional needs and past activities, to review and critique draft work products, and to assist the consultant in finalizing a document entitled Recommended Options for the San Diego Regional Stormwater Educational Program. This document contained a number of recommended strategies for successfully developing and implementing a regional residential education program. These recommendations provided the basis for the Copermittees' final Regional Residential Stormwater Education Plan, which will be submitted as part of the Copermittees' Regional Urban Runoff Management Plan in March 2008.

B.1.4.2 Community Based Social Marketing (CBSM) Workshop

In February 2007 the Copermittees joined the City of San Diego in hosting an Advanced Community Based Social Marketing (CBSM) Workshop for Copermittees, regulatory agencies, and stakeholders. Research has shown that although information-based campaigns can positively increase awareness and attitudes about a specific behavior or problem, they are often ineffective at creating lasting changes in behavior. CBSM, an emerging public education field, has been used successfully to increase knowledge and change behaviors in environmental sustainability programs throughout Canada and the United States. CBSM is a relatively new area of environmental social science that relies heavily on the scientific method, which includes comprehensive research, pilot programs, data gathering, and assessment measures. CBSM involves four steps: 1) identifying the barriers and benefits to a desired activity or behavior change; 2) developing an outreach and education strategy that utilizes "tools" that have been shown to be effective in changing behavior; 3) pilot testing the strategy on a small scale; and 4) evaluating the results of the strategy and making adjustments for broad scale implementation.

The Copermittees appropriated \$4,817 towards the facility rental cost for the Workshop, "Fostering Sustainable Behavior." The funds were available as a result of cost savings from a previous agreement between the Copermittees and the City of San Diego for development of additional air time for an IPM Education and Outreach Public Service Announcement (IPM PSA). The Workshop was held on February 7th and 8th, 2007. It was well attended by the Outreach Workgroup and a variety of other parties. Subsequently, the Outreach Workgroup decided that CBSM strategies should be incorporated as much as possible into future decisions and program development.

B.1.4.3 Clean Water Toolbox

The Outreach Workgroup also collaborated on updating the Project Clean Water website to add a "Clean Water Toolbox" that would provide Best Management Practices (BMPs) for the San Diego region. The public-friendly site was designed to be a regional water quality resource for small businesses and residents. The Outreach Workgroup formed a Subcommittee to review the input on website conceptual design and BMP content. The Subcommittee met with the consultant and provided feedback on work products as the project progressed. The site is now accessible to the public and can be viewed at <http://www.projectcleanwater.org/bmp>. It contains information on BMPs for various business and residential activities. A key feature is the mobile business component. Stormwater pollution from mobile businesses is an emerging regional issue that the Outreach Workgroup has agreed to address in part through education and outreach. A number of County employees were trained on procedures for maintaining the site so it can be continuously updated to incorporate new content.

B.1.5 Standard Urban Stormwater Mitigation Plan (SUSMP) and Hydromodification Workgroup

Section D.1.d. of the new Permit requires the Copermittees collectively review and update the BMPs in their local SUSMPs. Section D.1.g. requires that the Copermittees collaborate to develop and implement a Hydromodification Management Plan (HMP) to manage increases in runoff discharge rates and durations from all Priority Development Projects, where such increases are likely to cause increased erosion of channel beds and banks, sediment pollution generation, or other impacts to beneficial uses and stream habitat due to increased erosive force.

The Copermittees met seven times in FY 2006-07 to address the requirements of Permit sections D.1.d.(7) (LID BMP requirements) and D.1.g.(6) (Interim Hydromodification Criteria for Projects Disturbing 50 Acres or More). Table B.8 outlines the items that were discussed at the Workgroup meetings during this time period.

Table B.8: SUSMP and Hydromodification Workgroup Meetings

Date	Host / Location	Major Agenda Items
December 06, 2006	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Review other HMP activities in the state ▫ Jill Bicknell, EOA presented Santa Clara effort ▫ Dan Cloak, DCE, presented Contra Costa effort ▫ Eric Stein, SCCWRP, presented SCCWRP regional hydromod study effort
December 19, 2006	County of San Diego Offices 5555 Overland Avenue	<ul style="list-style-type: none"> ▫ Cost share subcommittee
January 25, 2007	County of San Diego Offices 5555 Overland Avenue	<ul style="list-style-type: none"> ▫ Cost share subcommittee
February 13, 2007	County of San Diego Offices 1600 Pacific Highway	<ul style="list-style-type: none"> ▫ Cost share subcommittee
March 08, 2007	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ HMP cost share formula ▫ County presented LID Manual Handbook development ▫ HMP work plan, Technical Advisory Committee, and Consultant Contract
April 10, 2007	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ HMP TAC ▫ Agua Hedionda Watershed hydromodification model ▫ HMP consultant contract
June 14, 2007	County of San Diego Offices 9325 Hazard Way	<ul style="list-style-type: none"> ▫ Local SUSMP updates ▫ HMP TAC ▫ Consultant Contract

B.1.6 Copermittee Participation in External Working Bodies

During FY 2006-07, the Copermittees continued to actively participate in working bodies outside of their own management structure.

B.1.6.1 Stormwater Monitoring Coalition (SMC) of Southern California

Through the County, the Copermittees continued to actively participate in the activities of the Stormwater Monitoring Coalition of Southern California (SMC) in FY 2006-07. The SMC provides a forum for stormwater regulators and municipal stormwater agencies throughout southern California to cooperatively develop a better understanding of stormwater mechanisms and impacts, and to forge tools to improve stormwater decision-making. In FY 2006-07 the SMC continued to work toward

the development of regionally consistent approaches to stormwater monitoring and assessment through a variety of specific projects (see Table B.9). Project partners include the Southern California Coastal Water Research Project, (SCCWRP), the State Water Resources Control Board, the Los Angeles, San Diego Region, and Santa Ana Regional Water Quality Control Boards, Caltrans, and most major southern California municipal stormwater dischargers.

Table B.9: SMC Project Funding and Status (FY 2006-07)

Project	Project Funding	Completion Status ⁷
Building a Regionally Consistent and Integrated Freshwater Stream Bioassessment Monitoring Program	\$280,000	95%
Laboratory Inter-calibration Study	\$60,000	35%
Bacterial Reference Watershed Study	\$165,000 + in-kind services	90%
Hydromodification Study	\$1,137,440	10%
Low Impact Development Study	\$1,000,000 ⁸	10%

B.1.6.2 California Stormwater Quality Association (CASQA)

The Copermittees continued to maintain an active involvement in urban runoff management initiatives at the statewide level, primarily through the California Stormwater Quality Association (CASQA). As in previous years, the Copermittees dedicated a portion of their annual operating budget to maintaining a CASQA membership. The County also co-chaired two CASQA Subcommittees, and the Copermittees actively participated in a third.

The CASQA Monitoring and Science Subcommittee, co-chaired by the County, provides input on the overall direction and content of stormwater monitoring and research activities throughout the State. Both in FY 2005-06 and 2006-07, the focus of the Subcommittee was the completion of an updated *Stormwater Monitoring and Research Priorities* document, which builds on the results of previous prioritization work. The overall goal of the project was to recommend studies and projects for potential support that promote the advancement of stormwater management technology and research that will help improve the ability of MS4 permittees in California to cost-effectively manage stormwater runoff. Geosyntec Consultants completed the study in December 2006. Based on the results of a CASQA member survey and a brief review of existing studies by recognized research organizations, a prioritized list of 30 research priority projects was prepared.

The Effectiveness Assessment Subcommittee, also co-chaired by the County, is tasked with developing statewide guidance on the application of effectiveness assessment methods in municipal stormwater programs. The work of this Subcommittee builds on the concepts and methodologies initially developed by the San Diego Stormwater Copermittees in 2003. The Subcommittee completed a *Municipal Stormwater Program Effectiveness Assessment Guidance* in June 2007. On November 14, 2007, the Subcommittee hosted a workshop with selected representatives of the USEPA, the SWRCB, and several RWQCBs to preview and discuss the guidance document and a general training

⁷ Estimated as of the end of FY 2006-07.

⁸ \$400,000 SMC plus \$600,000 State Prop 40 Grant.

approach. Based on the input received from the workshop, the Subcommittee is currently working to develop effectiveness assessment training sessions that will be offered throughout the State in 2008. The subcommittee also plans to develop additional guidance on assessing source load reductions during 2008. The Guidance document can be purchased at: http://www.casqa.org/store/catalog/product_info.php?products_id=33.

The CASQA PIPP Subcommittee meets at rotating locations throughout the State. Several Copermittees participate on this subcommittee and attend those meetings that are held within or nearby the San Diego region. Additionally, when possible, Copermittees participate in meetings outside of the region via teleconference. Information gleaned from the PIPP Subcommittee meetings is later shared and discussed at the Regional Outreach/TAC Workgroup meetings.

B.1.7 Integrated Regional Water Management Plan

Integrated Regional Water Management (IRWM) planning was formally established in California by the passage of Proposition 50 in November 2002. IRWM planning sets forth a process aimed at securing long-term water supply reliability by first recognizing the inter-connectivity of water supplies and the environment and then pursuing projects yielding multiple benefits for water supplies, water quality, and natural resources. Prop 50 authorizes \$380 million in general obligation bonds to fund a variety of IRWM Plan-related projects. It is jointly administered by the California Department of Water Resources and the State Water Resources Control Board.

A San Diego Integrated Regional Water Management (IRWM) Plan is being prepared to coordinate water resource management efforts and to enable the San Diego Region to apply for grant funding. In November 2004, the Copermittees authorized the County to represent the Stormwater Copermittees' Management Committee in the collaborative development of the Plan. To enable stakeholder input during this process, the Regional Water Management Group (RWMG) established a Regional Advisory Committee (RAC) in December 2006. The RAC consists of local water managers, as well as subject matter experts representing environmental groups, academia, agriculture, water quality interests, and regulatory agencies. During FY 2006-2007, the RAC met eight times to provide input on project solicitation, to review and comment on an administrative draft of the Plan, to publicly release the draft Plan, to prioritize projects, and to establish long-term and short-term planning priorities. Under the guidance of the RAC, a draft IRWM Plan was completed and adoption by all three RWMG agencies, and a Proposition 50, Round 2 Step 1 funding application was submitted.

B.2 OUTREACH ACTIVITIES

The Healthy Garden, Healthy Home (HGHH) Program, which was launched in March 2005, was funded by a State Water Resources Control Board Proposition 13 Grant. The Project Team consisted of a network of staff from the County of San Diego, the University of California Cooperative Extension, San Diego Office (UCCE), and the City of San Diego. All of the Copermittees were project partners, and the Outreach Workgroup served as the technical advisory committee. The Grant closed in July 2007, although activities conducted under the grant were concluded sooner in order to meet reporting and invoicing requirements.

During this reporting period, the Project Team continued to implement existing projects under the HGHH to educate San Diego County residents about using Integrated Pest Management (IPM) solutions to reduce pesticide levels found in our waterways. IPM encourages environmentally sound

methods to keep pests under control without harming people, pets, or the environment; the HGHH Program is designed to encourage positive IPM behavioral changes in San Diego residents who apply pesticides in their homes and gardens.

B.2.1 IPM Media Campaign

The Project Team continued to work closely with the County’s Media and Public Relations Department and the City of San Diego’s Think Blue program to broadcast the branded IPM Media Campaign: Healthy Garden, Healthy Home. HGHH-branded materials, produced in both English and Spanish, were used in a strategic mix of traditional and non-traditional advertising and media relations.

As in the previous reporting period, major media emphasis in FY 2006-07 was on ant control. The previously developed IPM Public Service Announcement (PSA), called “Ants in Your Plants”, was aired on both radio and television media to encourage the use of ant baits rather than sprays. Table B.10 indicates the media sources and airings.

Table B.10: Think Blue / Healthy Garden, Healthy Home IPM PSA Airings

Description	Media Source	No. Airings
Radio		
Copermittee Sponsored IPM/Watershed 60 second PSA focusing on ant control (Audio)	KPRI 102.1	57
	KIFM Jazz Radio 98.1	207
	KLNV	26
	KLQV	56
	KMYI	27
	KSON	63
	KSCF FM Radio 103.7	384
	KYXY	42
Television		
Copermittee Sponsored IPM/Watershed 15 and 30 second PSA focusing on ant control (Video)	Cox Network	800
	XEWT 12	72
	CW 5	34
	KFMB	10
	KNSD	29
	KUSI TV 9/51	78
60-sec PSA Ants in your Plants (Video)	CTN	251

B.2.2 IPM Training Workshops

HGHH program development and implementation used the UC Statewide IPM Program as a foundation, but included regional and local components. UCCE IPM Advisor and staff continued a three-pronged approach to education and outreach: 1) training of Master Gardener volunteers; 2) training of Retail Nursery Staff; and 3) conducting free public workshops for communities.

B.2.2.1 Master Gardeners

The selected Master Gardener volunteers (MGs) participated in an advanced IPM & Water Quality training, which included in-service training updates. During this reporting period UCCE facilitated a Master Gardener In-Service Training in conjunction with the Healthy Garden/Healthy Home IPM Seminar for Retail Nursery Professionals. As new educational materials became available, they were added to the MGs' Training Manual. UCCE also coordinated a Master Gardener In-Service Training that consisted of a mailing which included reference materials on new and potential pests for San Diego County. These pests included Diaprepes Root Weevil, Bougainvillea Looper, Japanese Dodder, Japanese beetle, Pink Hibiscus Mealybug, Myoporum Thrips, and Red Imported Fire Ant. The update was self-study information mailed to the 25 Advanced IPM Master Gardeners. Master Gardeners utilized their experience gained during training to inform local community groups about IPM and how to reduce the impacts of pesticides on our waterways.

B.2.2.2 Retail Nursery Staff

Retail nursery staff was trained in similar topics as the MGs and was provided with PowerPoint presentations and materials updates for their Retail Nursery Staff Training Manual, along with free consumer Pest Tip Cards and monthly newsletters. UCCE-SD conducted a Retail Nursery Training for the members of the San Diego Chapter of the California Association of Nurseries and Garden Centers (CANGC) on November 15, 2006. Training participants included the owners and staff of 6 local nursery and garden centers as well as the current CANGC Chair. The focus topic for the session was New Landscape Pests and Diseases. The Retail Nursery Training materials were available to the owners and management staff of a small independent nursery and garden center chain to utilize in their fall training. This nursery and garden center chain is located in the Carlsbad watershed.

Additionally, an Integrated Pest Management Seminar for Retail Nursery Professionals was held in Carlsbad, CA on August 10, 2006. This event was done in collaboration with the California Association of Nurseries and Garden Centers. 120 individuals representing the retail nursery industry, governmental and educational institutions, Master Gardeners, and concerned citizens attended this event. Topics for the seminar included; 'An Update on Landscape Insect and Disease Pests', 'What is IPM and Why is it Important to the Retail Industry?', 'Avoiding Runoff Through Proper Irrigation', 'Responsible Pest Management', 'Insects: Know the Good Guys from the Bad Guys – A Hands-On Experience', 'Understanding Fertilizers and Their Effect on Home Landscape and Garden Settings', and 'Landscaping and Hardscaping to Reduce Water Runoff'.

UCCE-SD produced and distributed monthly Retail Nursery Newsletters to 143 retail nursery and garden centers in San Diego County. UCCE continued to distribute the Retail Nursery IPM newsletter monthly through February 2007. Copies of each Newsletter can be found at <http://www.projectcleanwater.org/html/ipm.html>.

B.2.2.3 Community Workshops

Free public workshops were presented by the Master Gardeners on timely topics (see Table B.11). Each workshop included a PowerPoint presentation on the topic. All training workshops were evaluated by the participants for relevance and measure of success in understanding the role of IPM in improving water quality.

Table B.11: Community IPM Workshops

Date	Topic	Location	Attendees
July 22, 2006	Tomato Pests	Chula Vista	25
August 19, 2006	Whitefly	El Cajon	15
September 23, 2006	Snails & Slugs	Chula Vista	27
October 28, 2006	Vertebrate Pests	Lakeside	95
November 11, 2006	Citrus Pests	Chula Vista	67

The Master Gardener Advanced IPM Group continued participation in community outreach and educational activities. These efforts included staffing information booths at community events, conducting IPM workshops for local organizations, and assisting with the Community IPM Workshop series. Selected community events are listed in Table B.12.

UCCE-SD, in collaboration with the UC Statewide IPM Program, developed an interactive computer IPM kiosk project. The results of this project have been made available for use throughout San Diego County, and have received statewide recognition. The project includes portable and stationary units and an information print-out feature for the consumer. Each unit also collects demographic and evaluative information from the consumer. Table B.13 indicates the Kiosk locations and dates during this reporting period.

B.2.3 HGHH IPM Materials Displays

During this reporting period, UCCE continued reproduction and development of Point-of-Purchase (POP) and print materials integral to on-going IPM education and to fulfill the outreach needs created by the Master Gardener participants and retail nursery staff. UCCE modified the UC IPM Pest Cards for Rats and Gophers to reflect the Healthy Garden/Healthy Home program and these cards were printed for distribution. UCCE-SD also created a new tear-off sheet on How to Reduce Runoff and Improve Your Lawn Irrigation System Efficiency. The Project Team was successful in partnering with a number of nurseries and home improvement stores to display HGHH IPM print materials. HGHH IPM display racks, table top displays, and ‘shelf-talker’ tear-off sheets were placed in point of sale areas of participating nurseries and staffed by Master Gardeners whenever possible. Displays with HGHH IPM materials were placed in other high-traffic public areas, and materials were distributed to all County libraries through the County’s internal distribution system. UCCE continued to distribute the IPM Pest Tip Cards that were developed in the previous reporting period and began distributing newly developed POP and print materials. Table B.14 lists the HGHH IPM displays at garden centers and other public areas.

IPM promotional materials were also developed and distributed under the grant and were used as incentives for participation in and completing surveys at the workshops and community events. All of these items have a purpose related to IPM or serve as a prompt to promote positive behavioral change. Some promotional items, such as the measuring scoops, weeding tools, fly swatters, bait stations, seeds, rain gauges and spray nozzles, the magnifying card, and the copper band, were developed during previous reporting periods, but continued to be distributed. The Rat Control Starter Kits, seed packets, and sticky cards were developed and distributed during this reporting period. Table B.15 indicates the development dates and purposes of new promotional items.

Table B.12: Selected Community IPM Events

Date	Event or Display	Location	Attendees
June 20, 2006	Escondido Farmers' Market	Escondido	500
July 1, 2006	Water Conservation Garden	Cuyamaca College, El Cajon, CA	150
July 15-16, 2006	Insect and Garden Festival	Quail Botanical Gardens	600
July 18, 2006	Escondido Farmers' Market	Escondido	500
August 12, 2006	Weidner's Gardens	Weidner's Gardens, Encinitas, CA	50
August 12, 2006	4-S Ranch Open House in Rancho Bernardo	Rancho Bernardo	50
August 15, 2006	Escondido Farmers' Market	Escondido	500
September 15-17, 2006	Fall Home and Garden Show	Del Mar Fairgrounds	400
September 19, 2006	Escondido Farmers' Market	Escondido	500
September 23, 2006	Garden of Discovery Day at SeaWorld	SeaWorld	250
October 14, 2006	Third Annual Point Loma Nazarene University President's Community Day	PLNU, Point Loma, CA	100
October 15, 2006	Fall Escondido Street Fair	Escondido	750
October 17, 2006	Escondido Farmers' Market	Escondido	500
October 28 & 29, 2006	Fall Garden Show	San Diego Wild Animal Park	250
October 17, 2006	Escondido Farmers' Market	Escondido	500
October 28 & 29, 2006	Fall Garden Show	San Diego Wild Animal Park	250
November 4, 2006	Fifth Annual Plant Sale SD Horticulture Society	Rancho Bernardo Winery	200

Table B.13: Kiosk Dates and Locations

Date	Kiosk Location
May 1 – June 15, 2007	Mission Hills Nursery - 1525 Fort Stockton Dr San Diego, CA 92103
May 1 – October 31, 2007	Grangetto's Farm and Garden Supply; rotating through all 4 retail stores including: <ul style="list-style-type: none"> - 1105 W Mission Dr Escondido, CA 92025 - 189 S Rancho Santa Fe Rd Encinitas, CA 92024 - 530 E Alvarado St Fallbrook, CA 92028 - 29219 Juba Rd Valley Center, CA 92082
June 8 – July 6, 2007	San Diego County Fair – Master Gardener Booth at Flower and Plant Show, O'Brien Pavillon
June 15 – July 31, 2007	Home Depot – 3555 Sports Arena Blvd San Diego, CA 92110

Table B.14: Master Gardeners HGGH IPM Displays

Date	Materials	Location
July 1, 2006	31 Sets of Gardening w/ Good Bugs and Termites	County of San Diego Public Libraries
July 5, 2006	100 of full set of English 100 Spanish Ants, Good Bugs, Lawn Insects, and Safe Display Of Pest Tip Cards	ACE Hardware, 3706 S. Barcelona St, Spring Valley, CA 91977
July 5, 2006	100 of full set of English 100 Spanish Ants, Good Bugs, Lawn Insects, and Safe Display Of Pest Tip Cards	Evergreen Nursery, 2657 Sweetwater Springs Blvd, Spring Valley, CA
July 10, 2006	1 Irrigation System Efficiency	City Farmers' Nursery
July 10, 2006	5 Irrigation System Efficiency	Grangetto's
July 10, 2006	1 Irrigation System Efficiency	Walter Andersen's
July 10, 2006	1 Irrigation System Efficiency	Home Depot Sports Arena
July 10, 2006	1 Irrigation System Efficiency	Mission Hills Nursery
July 10, 2006	1 Irrigation System Efficiency	Moose Creek Nursery
July 11, 2006	100 of full set of English 100 Spanish Ants, Good Bugs, Lawn Insects, and Safe Display Of Pest Tip Cards	Home Depot Lemon Grove
August 1, 2006	100 of full set of English Pest Tip Cards	County of San Diego Department of Ag.
August 17, 2006	100 of full set of English Pest Tip Cards	Poway Nursery
August 17, 2006	100 of full set of English Pest Tip Cards	Fletcher Hills Library
August 31, 2006	100 of full set of English Pest Tip Cards	San Carlos Library
September 1, 2006	31 sets of Ants and Snails & Slugs	County of San Diego Public Libraries
October 27, 2006	100 of full set of English Pest Tip Cards	Lowe's of Oceanside
October 30, 2006	100 of full set of English Pest Tip Cards	Home Depot of Lemon Grove
November 1, 2006	31 Sets of Earwigs and Spiders Pest Tip Cards	County of San Diego Public Libraries

The County also continued to maintain and monitor the HGHH IPM web page on the Project Clean Water website. The HGHH web page is periodically updated as new materials are developed and new events and workshops are scheduled. During this reporting period, downloads of HGHH information such as community events (described above) and site activities were tracked. Table B.16 lists all HGHH web page activity for this period.

Table B.15: New Promotional Items

Date Developed/Used	Item	Purpose
July 22, 2006	Seed Packets and Sticky Cards	Tomato Pests and Diseases
September 23, 2006	Copper Band	Snails and Slugs
October 28, 2006	Rat Control Starter Kit	Vertebrate Pest Management
November 11, 2006	Copper Band and Sticky Cards	Backyard Citrus Pests/Snails & Slug Control and Whitefly Control

Table B.16: Project Clean Water Healthy Garden-Healthy Home Web Page Activity

Item Name	2005						2006						Total
	July	Aug	Sept.	Oct.	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
HGHH Home Page	259	223	292	274	198	199	207	154	264	248	240	295	2,853
Ants in Plants PSAs	12	20	18	22	19	24	70	27	93	24	33	50	412
Community Events	17	29	40	15	15	28	35	18	42	17	17	42	315
Nursery Lists & Newsletters ⁹	984	1208	1074	1066	780	826	1204	484	834	578	439	611	10,088

B.2.4 HGHH Program Sustainability

The IPM PRISM Grant activities concluded in early 2007, but the HGHH Program will be continued by the Copermittees and the UCCE Master Gardeners. Copermittees will continue to distribute IPM Pest Tip Cards through existing mechanisms throughout the San Diego region and to explore additional strategies to distribute the program materials. The County plans to continue outreach efforts that promote the benefits of IPM and associated landscape Best Management Practices (BMPs) that reduce priority pollutant loads in residential areas. In order to maintain the successful FY 2006-07 media campaign, the County has again funded a project working with the County Television Network’s “Down to Earth” gardening theme show. The UCCE Master Gardeners Program will continue to promote educational partnerships with water districts and enhance information available on the Project Clean Water website.

Many of the Copermittees and partner agencies have expressed interest in purchasing additional IPM computerized kiosks. These kiosks are portable stand-alone models loaded with IPM information directed to the residential community. A touch screen allows users to interactively select a pest or problem. Users are then directed to information about the pest, IPM methods for control, and information on water quality impacts. Short PSAs can be viewed on the kiosks as well. The California Department of Pesticide Regulation (DPR) has also become an enthusiastic proponent of

⁹ Newsletter activity is the sum of all monthly editions available on web page.

this project and granted UCCE one-time funding for at least nine additional computerized IPM kiosks to expand the HGHH IPM project across the state. The kiosk software supports an internal monitoring instrument, invisible to the user, which tracks the pests being selected. It also includes an external survey instrument where users are asked about the practicality of the information provided, effectiveness of presentation, and other information that would be helpful in developing additional training materials and methods. The kiosk storyboards may be modified to emphasize current issues such as water conservation as funds become available.

C. WATERSHED PROGRAMS AND ACTIVITIES

In accordance with the Permit, Copermittees have also implemented watershed programs and have conducted various activities with a specific watershed focus.

C.1 PLANNING AND COORDINATION

C.1.1 Regional WURMP Workgroup

The Regional WURMP Workgroup, which is comprised of representatives from each Copermittee, works to establish regional consistency in the development and implementation of WURMP programs. As an extension of this Workgroup, the WURMP Leads Sub-workgroup was formed in FY 2004-05 to provide more extensive coordination on the development of collaborative activities and work products. The WURMP Leads Sub-workgroup is comprised of a lead agency representative for each watershed and is open to other interested jurisdictions. The Regional WURMP Workgroup met once and the WURMP Leads Sub-workgroup met seven times during this reporting period. Both groups focused during FY 2006-07 on preparation for, and response to, re-issuance of the Municipal Stormwater Permit. This included progress on developing standardized reporting formats and a model watershed strategy to help guide Copermittees in the selection of appropriate watershed water quality and education activities. Table C.1 provides a summary of the meeting dates and principal agenda items.

Individual WURMP Workgroups exist for each Watershed Management Area as listed in the Permit. These groups and their specific activities are described within each of the respective WURMP Annual Reports, located in Section III of this submittal.

C.2 INTER-JURISDICTIONAL COORDINATION OF DEVELOPMENT PROJECT REVIEW

The Permit encourages collaborative, watershed-based land use planning among jurisdictional planning departments. This section describes some of the existing regional mechanisms that are in place to facilitate such coordination.

C.2.1 Inter-jurisdictional Planning Notices

The Copermittees signed an inter-jurisdictional memorandum of understanding (MOU) in January 1991 which established guidelines for the notification of land use and development actions approved by the unincorporated County of San Diego and incorporated municipalities. Because it is not feasible or beneficial to inform neighboring cities of all projects being conducted, the MOU established notification parameters that are based on project size, location, and type. As part of this inter-jurisdictional planning effort, the County of San Diego maintains a list of the inter-jurisdictional notices that have been received from other jurisdictions. These notices provide notification of land

use and development actions such as public hearings, planning group meetings, notices of intent, Environmental Impact Reports, and Mitigated Negative Declarations.

Table C.1: Regional WURMP Workgroup and Sub-workgroup Meeting Summaries

Meeting Date	Host / Location	Principle Agenda Items
October 13, 2006 Regional WURMP Workgroup	County of San Diego 9325 Hazard Way San Diego, CA	<ul style="list-style-type: none"> ▫ Overall Watershed Strategies ▫ WURMP Effectiveness Assessment ▫ Review of WURMP Activity Development ▫ Standardized WURMP Development ▫ Standardized WURMP Annual Report Development
February 14, 2007 Watershed Leads Sub-workgroup	County of San Diego 9325 Hazard Way San Diego, CA	<ul style="list-style-type: none"> ▫ Regional Monitoring Workgroup Priorities ▫ WURMP Development Under Order 2007-0001
March 7, 2007 Watershed Leads Sub-workgroup	County of San Diego 9325 Hazard Way San Diego, CA	<ul style="list-style-type: none"> ▫ Regional Monitoring Workgroup Meeting Summary ▫ City of San Diego Presentation on Watershed Strategy Development ▫ Review of Example Report Structure ▫ WURMP Pollutant Terminology
March 21, 2007 Watershed Leads Sub-workgroup	City of Poway 13325 Civic Center Dr. Poway, CA	<ul style="list-style-type: none"> ▫ Model Watershed Strategy ▫ Review of Example Report Structure ▫ WURMP Pollutant Terminology
April 11, 2007 Watershed Leads Sub-workgroup	City of Poway 14467 Lake Poway Rd. Poway, CA	<ul style="list-style-type: none"> ▫ WURMP Table of Contents ▫ Draft Model Watershed Strategy Text ▫ WURMP Activity Sheets ▫ Regional/Watershed Activity List ▫ Deadlines/Schedule
May 25, 2007 Watershed Leads Sub-workgroup	County of San Diego 9325 Hazard Way San Diego, CA	<ul style="list-style-type: none"> ▫ Draft Model Watershed Strategy Text ▫ WURMP Report Format ▫ Monitoring Report Format
June 12, 2007 Watershed Leads Sub-workgroup	County of San Diego 9325 Hazard Way San Diego, CA	<ul style="list-style-type: none"> ▫ Standardized Format for WURMP Update ▫ Proposed Water Quality Assessment Summary ▫ Model Watershed Strategy
June 26, 2007 Watershed Leads Sub-workgroup	County of San Diego 9325 Hazard Way San Diego, CA	<ul style="list-style-type: none"> ▫ Standardized Format for WURMP Update ▫ Standardized Format for WURMP Annual Reports ▫ Model Watershed Strategy ▫ Comments on Proposed Watershed Executive Summary: Regional Monitoring Report

C.2.2 California Environmental Quality Act (CEQA)

The California Environmental Quality Act (CEQA) provides an additional tool for ensuring that land development activities consider water quality and watershed impacts. Before a discretionary project (e.g. development proposal, ordinance amendment, general plan update, etc.) can be approved by a jurisdiction, it must undergo environmental review, including consideration of impacts associated with flooding and water quality. Most discretionary projects prepare a study that characterizes the project site's existing water quality, analyzes the drainage, develops effective post-construction stormwater BMPs, and ensures the effectiveness of the BMPs through proper maintenance and long-term fiscal responsibility.

CEQA requires environmental documents to be available for public review for a period ranging from 20 to 45 days prior to approval by a hearing body. Regarding notification, CEQA further requires that jurisdictions notify the public of the environmental documents through either on- or off-site postings, direct mailing to contiguous property owners and interested individuals, or publication in the newspaper of largest circulation. Most jurisdictions adopt CEQA notification policies that incorporate all three procedures in addition to additional procedures (e.g. directly notifying local and state agencies, organizations which may have an interest, etc.).

C.2.3 Public Hearings

Most projects require a noticed public hearing following environmental review and prior to project approval. The public again has the opportunity to comment on the project as well as participate in hearings relating to land use actions. At the hearing, staff explains the project to the decision-making body, which then considers the project in light of local regulations, environmental effects, and public testimony from interested parties prior to making a decision. State law requires that all owners of real property located within 300 feet of the project receive notification of public hearing via mail at least 10 days prior to the hearing. The hearing notification must also be published in at least one paper of general circulation. Many jurisdictions adopt policies that incorporate these procedures in addition to other procedures.

Copermitees' individual JURMP Annual Reports provide detailed descriptions of their land development review process and procedures, as well as the type and numbers of discretionary projects that had SUSMP review prior to being approved by the municipality.

C.3 MULTIPLE SPECIES CONSERVATION PROGRAM (MSCP) AND MULTIPLE HABITAT CONSERVATION PROGRAM (MHCP)

There are two major multiple habitat / species conservation programs in the San Diego region, which are referred to as the Multiple Species Conservation Program (MSCP) and the Multiple Habitat Conservation Program (MHCP). Similarities between these programs and other watershed planning efforts have been documented extensively in previous years' annual report. Descriptions and updates on these programs are below. Land acquisitions or projects that were implemented as part of MSCP or MHCP are described as applicable within the respective WURMP Annual Reports contained in Section III of this submittal.

C.3.1 Multiple Species Conservation Program (MSCP)

The MSCP is a comprehensive habitat conservation program that addresses multiple species habitat needs and the preservation of native vegetation communities for a 900 square-mile planning area in southwestern San Diego County. The MSCP is a sub-region of the State of California Natural Community Conservation Planning (NCCP) Program Coastal Sage Scrub Region. It is one of several sub-regional habitat conservation efforts in San Diego County that contribute to preservation of regional biodiversity through coordination with other habitat conservation planning efforts throughout southern California. Completed in 1997, the MSCP Plan area encompasses 582,000 acres and targets 171,917 acres of open space for conservation within the planning area, including over half of all remaining natural habitat areas (167,667 acres) and 4,250 acres of other open spaces (such as disturbed and agricultural lands) that contribute to conservation objectives. This sub-regional plan covers 85 species of plants and animals and 23 vegetation types. Table C.2 shows the sub-areas encompassed by the MSCP and the current status of plan development for each.

C.3.2 San Diego Multiple Habitat Conservation Program (MHCP)

The MHCP is a comprehensive planning process that addresses the needs of multiple plant and animal species in northwestern San Diego County. The MHCP encompasses the cities of Carlsbad, Encinitas, Escondido, Oceanside, San Marcos, Solana Beach, and Vista. Along with the other sub-regional habitat conservation planning programs in the region, the MHCP will contribute to a coordinated preserve system for the San Diego region of Southern California. When completed, the habitat preservation areas will serve as a key component of the region’s water quality protection efforts by preserving habitat and open space and by directing forecasted growth into appropriate areas.

The San Diego Association of Governments Board of Directors approved the sub-regional plan for the cities of Carlsbad, Encinitas, Escondido, Oceanside, San Marcos, Solana Beach and Vista on March 28, 2003. The sub-regional plan encompasses 111,908 acres (29,962 acres of natural habitat), and provides conservation for 77 species in a 20,593-acre reserve. State-listed species covered by the plan include San Diego thorn-mint, Encinitas baccharis, Orcutt’s spineflower, Belding’s savannah sparrow, and Stephen’s kangaroo rat. NCCP permits will be issued to participating cities upon completion and Department approval of their individual subarea plans. The City of Solana Beach does not need to prepare a subarea plan. Table C.3 shows the sub-areas encompassed by the MHCP and the various stages of plan development.

Table C.2: MSCP Sub-area Plan Approval Status

Jurisdiction	Approved Plan?	Watershed Management Area(s) included
City of Chula Vista	Yes	San Diego Bay
City of Coronado	No	San Diego Bay
City of Del Mar	No	San Dieguito and Los Peñasquitos
City of El Cajon	No	San Diego River
City of La Mesa	Yes	San Diego River and San Diego Bay
City of Poway	Yes	San Dieguito and Los Peñasquitos

Jurisdiction	Approved Plan?	Watershed Management Area(s) included
City of San Diego	Yes	San Dieguito, Los Peñasquitos, Mission Bay and La Jolla, San Diego River, San Diego Bay, and Tijuana
City of Santee	No	San Diego River
County of San Diego - South County	Yes	San Dieguito, Los Peñasquitos, San Diego River, San Diego Bay, and Tijuana
County of San Diego - North County	No ^[1]	Santa Margarita, San Luis Rey, Carlsbad, San Dieguito, San Diego River
County of San Diego - East County	No ^[2]	Santa Margarita, San Luis Rey, San Dieguito, San Diego Bay, Tijuana

Table C.3: MHCP Subarea Plan Approval Status

Jurisdiction	Approved Plan?	Watershed Management Area(s) included in the plan
City of Carlsbad	Yes	Carlsbad
City of Encinitas	No	Carlsbad
City of Escondido	No	San Luis Rey, Carlsbad and San Dieguito
City of Oceanside	No	San Luis Rey and Carlsbad
City of San Marcos	No	Carlsbad
City of Vista	No	San Luis Rey and Carlsbad

D. PUBLIC REPORTING AND PARTICIPATION

In addition to conducting activities at the local and watershed level, the Copermittees provided regional hotline and website services to residents during FY 2006-07. Public participation activities developed and implemented by individual Copermittees are described in their respective JURMP Annual Report sections.

D.1 SAN DIEGO REGIONAL STORMWATER HOTLINE

The County continued to operate a Regional Stormwater Hotline on behalf of all Copermittees. The majority of complaints were received through a dedicated hotline phone number (1-888-846-0800). Each complaint received was routed to the respective jurisdiction for appropriate follow-up. During FY 2006-07, 567 calls were received. 215 of these, or 37.2 percent, were general inquiries or requests for information. The remaining 352 calls were residential and business stormwater-related complaints. Of these, 247 (70.2%) were assigned to County staff, 105 (29.8%; 71 residential¹⁰, 34 business) referred to other Copermittees for investigation, two to other agencies for investigation,

^[1] This is actually a separate sub-regional plan, but will be managed with the County's other MSCP Plans. During FY05-06 a draft map and preliminary draft text was produced. The conservation analysis is currently underway. The County anticipates having a completed plan and environmental documents to the County of San Diego Board of Supervisors by fall 2009.

^[2] This is actually a separate sub-regional plan, but will be managed with the County's other MSCP Plans. During FY05-06, the County hired a consultant and began work on this conservation plan, including holding a workshop with a group of independent science advisors. There were several meetings to discuss planning issues with the Wildlife Agencies as well as other outside agencies who own land in this area.

¹⁰ Three of these 71 are also included in the County's totals, but are included here as well because each resulted in investigations in both jurisdictions.

and one was outside Region 9. Table D.1 summarizes the numbers of referrals made to each Copermittee. As shown in Table D.2, approximately two-thirds of complaints corresponded to four pollutant types; aqueous discharges (28.4%), sediment (17.0%), manure (10.2%), and automotive fluids (9.1%).

Table D.1: Regional Stormwater Hotline Complaints by Jurisdiction

Copermittee	Residential Complaints	Business Complaints	Percentage of Total Calls
Carlsbad	1	0	0.3%
Chula Vista	4	1	1.4%
Coronado	1	0	0.3%
Del Mar	0	0	0.0%
El Cajon	3	1	1.1%
Encinitas	1	0	0.3%
Escondido	3	1	1.1%
Imperial Beach	0	0	0.0%
La Mesa	0	0	0.0%
Lemon Grove	1	1	0.6%
National City	1	0	0.3%
Oceanside	1	2	0.9%
Port of San Diego	0	0	0.0%
Poway	1	0	0.3%
Regional Airport Authority	0	0	0.0%
San Diego	42	25	19.2%
San Marcos	5	1	1.7%
Santee	4	0	1.1%
Solana Beach	0	0	0.0%
Vista	3	2	1.4%
County	182	65	70.2%
Total	253	99	100.00%

D.2 REGIONAL URBAN RUNOFF WEBSITES

The Project Clean Water website (www.projectcleanwater.org) continued to serve as a resource and venue for regional stakeholders to share and find information regarding water quality management efforts in the region. Copermittee workgroups and other Project Clean Water working bodies maintained dedicated pages on the site, making available as applicable meeting notices, meeting summaries, and relevant work products available to workgroup participants and the public at large.

Table D.2: Pollutant Types for Complaints Received through Regional Stormwater Hotline

Pollutant Type	Residential	Business	Percentage of Total Complaints
Sediment	49	11	17.0%
Manure	33	3	10.2%
Sewage	8	1	2.6%
Trash/ Debris	27	12	11.1%
Auto Fluids	24	8	9.1%
Aqueous Discharges	65	35	28.4%
Paint/Solvents/Chemicals	12	12	6.8%
Other	35	17	14.8%
Total	253	99	100.00%

The website received 93,638 unique hits during this reporting period, an increase of 27,861 (42.4%) over FY 2005-06 (Table D.3). As shown, overall use of the Project Clean Water website has continued to increase each year since inception. Table D.4 provides additional detail on the numbers of visits to specific individual pages within the website. It should be noted that page-specific totals are independent of each other. That is, if a website visitor goes to several different pages, each will be counted separately. However, the “visit” itself is counted only once.

Table D.3: Project Clean Water Website Use by Year (FY 2001-02 to Present)

Project Clean Water Website	FY 2001-02	FY 2002-03	FY 2003-04	FY 2004-05	FY 2005-06	FY 2006-07
Number of Hits	~26,000	44,906	50,127	57,327	65,777	93,638

In addition to Project Clean Water, many Copermittees continued to maintain their own websites during FY 2006-07. For example, the City of San Diego’s Storm Water Educational web site (<http://www.ThinkBlueSD.org>) was available to the public and professional organizations as a compliance and education resource. The Think Blue website had approximately 52,678 visits during FY 2006-07, averaging 4,390 visits a month. The month of June 2007 recorded the highest volume of visits with 7,249 hits, and June 2006 recorded the lowest number with 962. The site includes all of the campaign’s informational fact sheets, brochures, the City’s Urban Runoff Management Plan, the Storm Water Ordinance (Section 43.03 of the San Diego City Municipal Code), information on the Chollas Creek Environmental Improvement and Awareness Programs, Total Maximum Daily Loads (TMDLs), Areas of Special Biological Significance (ASBS), Project SWELL (Stewardship: Water Education for Lifelong Leadership), a calendar of upcoming storm water events and outreach activities, the Public Service Announcements (PSAs), and other educational videos. A large portion of the site is available to browsers in both English and Spanish.

These and other individual efforts are described as applicable in each applicable Copermittee’s respective JURMP Annual Report.

Table D.4: Project Clean Water Website Statistics for FY 2006-07

Page	2006						2007						Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Entire Website	6,518	5,825	5,959	6,452	6,382	8,091	7,722	6,999	8,703	8,471	9,122	13,394	93,638
Selected Individual Pages													
Copermittee Home Page	106	100	93	115	99	95	102	91	117	110	143	147	1,318
Watersheds Home Page	351	500	433	510	433	360	402	368	434	468	511	486	5,256
San Juan Watershed	120	133	116	134	128	146	106	100	95	125	115	132	1,450
Santa Margarita Watershed	160	175	163	268	231	210	205	143	181	156	192	242	2,326
San Luis Rey Watershed	191	197	196	257	281	176	240	218	231	239	235	259	2,720
Carlsbad Watershed	213	227	202	270	182	157	171	145	170	223	374	250	2,584
San Dieguito Watershed	139	144	132	174	134	154	232	145	146	147	146	174	1,867
San Diego River Watershed	298	347	310	503	430	255	296	271	310	441	386	330	4,177
Penasquitos Watershed	128	150	106	112	108	99	135	113	142	125	152	162	1,532
Pueblo Watershed	119	141	203	242	172	133	133	109	147	118	140	155	1,812
Sweetwater Watershed	153	169	166	171	194	137	134	104	161	155	161	176	1,881
Otay Watershed	172	153	150	369	155	131	153	189	181	189	147	178	2,167
Tijuana Watershed	234	260	282	330	352	321	328	285	338	287	533	337	3,887

E. CONCLUSIONS AND RECOMMENDATIONS

During this reporting period, the Copermittees continued to effectively coordinate a variety of urban runoff activities conducted at the regional, jurisdictional, and watershed levels. This included the ongoing coordination of numerous activities, including more than 55 separate meetings of regional working bodies. Many of these efforts were focused on updating existing approaches, and increasing future coordination of regional activities in support of the January 2007 re-issuance of the Permit. Although most of the requirements of Order No. R9-2007-0001 do not take effect until March 2008, FY 2006-07 represents an important transition toward meeting the updated, more stringent requirements of this new Permit. To varying degrees, this is reflected in the activities of each working body active in FY 2006-07.

Several working bodies focused on the development of entirely new programs to be implemented under the new Permit. Substantial progress was made on the development of critical new work products such as a Hydromodification Management Plan, a Regional Residential Education Plan, new watershed monitoring programs, and comprehensive strategies to guide the implementation of watershed urban runoff management programs. The Copermittees also collaborated on modifying numerous existing programs and approaches. An important step was the completion of the extensive review of their existing Memorandum of Understanding (MOU) initiated during FY 2005-06, which resulted in the development of a First Amendment to that MOU in FY 2006-07. This Amendment, submitted to the RWQCB in July 2007, modified the existing MOU to meet the Copermittees' short-term compliance obligations, while setting the stage for the adoption of a new MOU in January 2008. The new MOU, which took more than one and one-half years to complete, provides a blueprint for future Copermittee collaboration by establishing a more extensive management structure and individual responsibilities for the Copermittees' Urban Runoff Management Programs.

Clearly, the degree of Copermittee coordination evidenced in FY 2006-07 reflects not only the recognition that more effective long-term integration of regional, jurisdictional, and watershed elements is needed, but also a translation of that understanding to action. It is worth noting that in several important instances, the Copermittees have elected to coordinate and standardize their efforts to a greater degree than that required by the Permit.

New opportunities for coordination will continue to present themselves over the remainder of this Permit cycle. Most notable in this respect is the development of integrated reporting formats, which the new Permit allows, but does not require. Stepwise, incremental improvements to reporting will be necessary if the Copermittees hope to continue increasing the measurability and effectiveness of their urban runoff management approaches. The Copermittees were correct to request opportunities for report streamlining during the Permit revision process, and should continue to make a priority of realizing these changes. With so much upfront work required, it's difficult to predict how long this might take, but it should remain a priority if the goal of "true" watershed urban runoff management is to be realized in the San Diego region.