



project clean water

## **CLEAN WATER ACTION PLAN and STATUS REPORT**

**June 2003**

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*Clean Water Through Local Commitment and Action*



project clean water

# CLEAN WATER ACTION PLAN and STATUS REPORT

## *Executive Summary*

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The Project Clean Water vision, "***Clean Water Through Local Commitment and Action***", underscores the basic principal that clean water can only be achieved through the dedication, commitment, and hard work of the people who live and work in the San Diego region. Since the County of San Diego Board of Supervisors initiated Project Clean Water in July 2000, more than 500 of those people have become involved in developing collaborative solutions to local water quality problems.

To identify shared water quality issues and concerns, and to provide a regional framework for the continued development of collaborative solutions, a ***Clean Water Strategic Plan*** was completed in June 2001. Four Technical Advisory Committees (TACs) were established in November 2000 to guide the completion of this plan and to work toward the implementation of identified action items. Their accomplishments to date include the following:

- The ***Legislative and Regulatory Issues TAC*** conducted a study of potential funding sources for water quality programs, drafted impartial summaries of pending legislation, and initiated a Green Business Program to encourage local businesses to go beyond compliance.
- The ***Science and Technology TAC*** involved stakeholders in the 2002 revision of the Clean Water Act Section 303(d) list and the triennial review of the Water Quality Control Plan for the San Diego Basin (Basin Plan). It also worked with UC Davis to update the web-based Natural Resource Projects Inventory with more information on local water quality projects.
- The ***Comprehensive Planning TAC*** worked to identify and characterize the linkages of watershed planning to other types of planning. It also established two workgroups to share information on watershed planning efforts with a long-term goal of developing a watershed management plan in all of the 11 major watersheds in our region.
- The ***Education and Resource Development TAC*** created an inventory of active groups that provide education to promote coordination. It also provided website links to grant funding opportunities, and continues to exchange educational curriculum and theory.

Many Project Clean Water technical workgroups were also instrumental in developing regionally consistent approaches to implementing new provisions of the revised NPDES Municipal Stormwater Permit. By December 2001, eight model program guidances and a model stormwater ordinance were developed to assist local jurisdictions in understanding and implementing requirements of this permit.

An important milestone was reached on June 21, 2002 when over 200 people attended the ***First Annual Clean Water Summit***. The Summit was created as a regional forum intended to foster in-depth exploration of priority issues and future directions. Attendees included elected officials, business and industry leaders, students and teachers, members of the public, and representatives of government agencies, academic institutions, and community groups.

During 2002, the ***Project Clean Water Website*** ([www.projectcleanwater.org](http://www.projectcleanwater.org)) was also expanded to increase its utility as a centralized, watershed-based educational resource. To date, over 60,000 site visits have been recorded, and thousands of files are downloaded each month.

Please join us as we build on our successes and continue to work together toward the protection and improvement of our local waters -- and our quality of life.



# Clean Water Action Plan and Status Report

## Table of Contents

SECTION I. PUTTING THE STRATEGIC PLAN INTO ACTION	- - - - -	1
A. Organization	- - - - -	1
B. Strategy Development	- - - - -	4
SECTION II. EVALUATING PROGRESS	- - - - -	5
SECTION III. CONTINUOUS IMPROVEMENT	- - - - -	25
A. Renewed Focus	- - - - -	26
B. New Action Items	- - - - -	26
C. Priorities for the Future	- - - - -	32

## Section I. PUTTING THE STRATEGIC PLAN INTO ACTION

The County of San Diego Board of Supervisors initiated Project Clean Water in July 2000 to establish a framework and local commitment for improving the quality of local water resources. The vision statement "**Clean Water Through Local Commitment and Action**" underscores the basic principal that clean water can only be achieved through the dedication, commitment, and hard work of the people who live and work in the San Diego region. The mission of Project Clean Water and its participants is to develop and implement a regional strategy that will lead the way to the realization of that vision.

Through a collective effort of over 300 stakeholders, a regional **Clean Water Strategic Plan** was developed in the first year of the project. This living document continues to evolve to reflect the needs and expectations of stakeholders. The current focus of Project Clean Water is to implement the action items established in this plan and further refined during the June 2002 Clean Water Summit. This **Clean Water Action Plan** describes the implementation status and future direction of those efforts.

### A. Organization

Project Clean Water is comprised of several working bodies: a Steering Committee, four Technical Advisory Committees (TACs), and numerous focused Technical Workgroups developed in response to specific issues. The working relationships of these groups are illustrated in Figure 1. Their specific mandates are discussed in further detail below.

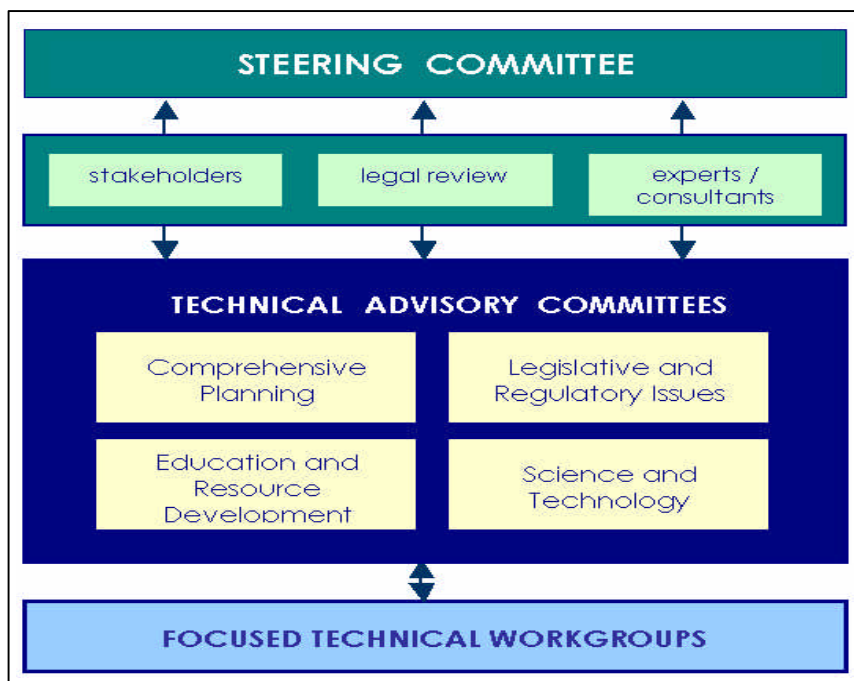


Figure 1. Project Clean Water Organization

All meetings are open to the public, and participation is encouraged through electronic notification, personal phone calls, and advertisement on the Project Clean Water website. That participants have dedicated over 9,000 hours of their time to these meetings demonstrates an unprecedented level of coordination and collective vision in local water quality management.

### 1. Steering Committee

The Steering Committee provides oversight and integration of the activities of the various other Project Clean Water working bodies. This committee is responsible both for coordinating the implementation of action items between Technical Advisory Committees and for planning the annual Clean Water Summit.

### 2. Technical Advisory Committees (TACs)

Four Technical Advisory Committees (TACs) were established in November 2000 to characterize and address priority issues and concerns and to work toward the implementation of identified action items.



**Legislative and Regulatory Issues TAC.** This TAC provides direction and oversight on water quality-related legislative and regulatory issues throughout San Diego County. Its core value is “strategy”.



**Comprehensive Planning TAC.** This TAC provides direction and oversight on water quality-related planning issues throughout San Diego County. Its core value is “sustainability”.



**Science and Technology TAC.** This TAC provides direction and oversight on water quality-related scientific and technical issues throughout San Diego County. Its core value is “knowledge”.



**Education and Resource Development TAC.** This TAC provides direction and oversight on water quality-related education issues throughout San Diego County. Its core value is “awareness”.

During the first phase of Project Clean Water, ending in July 2001, each TAC compiled baseline information and conducted an initial assessment of its respective topic area.

### 3. Technical Workgroups

Focused technical workgroups are established to assess specific program issues and to implement action items. These workgroups solicit input and assistance as needed from various stakeholders, experts, and consultants. Technical workgroups typically meet only until their work products are completed. The current status of each Project Clean Water technical workgroup is described below:

- **Outreach Workgroup (Active).** This workgroup began meeting in February 2001 to provide the Education and Resource Development TAC with input on selected outreach topics. It completed a Model Outreach Program Guidance document in September 2001, and in 2002/2003

conducted a series of workshops to provide targeted information on best management practices and pollution prevention methods to four commercial sectors. The workgroup is currently implementing regional collaborative projects and providing a forum for Municipal Stormwater Copermittees to share outreach, education, and training resources.

- **Educator's Subgroup (Inactive).** This workgroup began meeting in October 2002, providing a collaborative forum to assist educators in maximizing resources and efficiency in the presentation of regional water quality education programs. The workgroup merged with the Education and Resource Development TAC in January 2003.
- **Water Quality Monitoring Workgroup (Active).** This workgroup began meeting in February 2001 and continues to report to the Science and Technology TAC on monitoring and research activities. It currently advises the Municipal Stormwater Copermittees on receiving water monitoring activities. Some participants also compiled comments and provided testimony at the hearing for the proposed 2002 revision of the Clean Water Act Section 303(d) list of impaired waters for the San Diego region. Separate subgroups have also been formed to develop guidance for dry weather monitoring and coastal storm drain monitoring programs required under the Municipal Stormwater Permit.
- **Data and Information Management Workgroup (Active).** This workgroup began meeting in August 2001 to provide information and guidance to Municipal Stormwater Copermittees and other interested parties on data and information management issues. Among the work products developed by this group are a Data and Information Management Plan and recommended standards for stormwater conveyance system digitization.
- **Basin Planning Issues Workgroup (Active).** This workgroup began meeting in September 2002 to provide a forum for stakeholder input into the triennial review of the Water Quality Control Plan for the San Diego Basin (Basin Plan). This effort has been conducted in partnership and close coordination with the San Diego Regional Water Quality Control Board.
- **Green Business Program Workgroup (Active).** This workgroup began meeting in May 2002 to develop a Green Business Program for local businesses in the San Diego region. It is currently working to develop a Green Business Program that encourages local businesses to look beyond their compliance obligations toward tangible pollution prevention outcomes.
- **Watershed Coordination Workgroup (Active).** This workgroup began meeting in January 2002 to share successes and failures encountered during local watershed planning efforts. Meetings focus on specific, ongoing planning activities to encourage integration of planning efforts.
- **Model Land Development Activities Program Workgroup (Inactive).** This workgroup began meeting in February 2001 to assist the Municipal Stormwater Copermittees in developing a model Standard Urban Stormwater Mitigation Plan (SUSMP) by providing an extended forum for stakeholder input. The workgroup last met in March 2002, when the SUSMP was completed.

- **Model Construction Activities Program Workgroup (Inactive).** This workgroup began meeting in February 2001 to develop model program guidance for managing stormwater discharges from construction activities. The guidance document was completed in September 2001.
- **Model Existing Residential Activities Program Workgroup (Inactive).** This workgroup began meeting in February 2001 to develop model program guidance for managing stormwater discharges from residential areas and activities. The guidance document was completed in September 2001.
- **Model Municipal Facilities and Activities Program Workgroup (Inactive).** This workgroup began meeting in February 2001 to develop model program guidance for managing stormwater discharges from municipal activities. The guidance document was completed in September 2001.
- **Model Commercial / Industrial Activities Program Workgroup (Inactive).** This workgroup began meeting in February 2001 to develop model program guidance for managing stormwater discharges from commercial and industrial activities and facilities. Both guidance documents were completed in September 2001.
- **Model Illicit Connection / Illegal Discharge (IC/ID) Program Workgroup (Inactive).** This workgroup began meeting in February 2001 to develop model program guidance for conducting IC/ID activities required under the revised Municipal Stormwater Permit. The guidance document was completed in September 2001.
- **Watershed URMP Guidance Workgroup (Inactive).** This workgroup began meeting in January 2002 to assist Municipal Stormwater Copermittees by developing a model Watershed Urban Runoff Management Program (WURMP) guidance document. The guidance document was completed in November 2002.

## B. Strategy Development

The primary focus of the first phase of Project Clean Water was to assess the current state of the region's watersheds and water bodies, to inventory potential participants and programmatic resources, and to identify common directions to pursue through a stakeholder-driven process. Through a coordinated effort, focused assessments of scientific, educational, planning, and legal issues were conducted as a basis for the development of an overall implementation strategy. Extensive first-phase results are documented in a 195-page **Phase I Results Report**, which provided the direction and focus for the June 2001 **Clean Water Strategic Plan**.

During these early stages, several themes consistently emerged. Based on these, three **Core Goals** were subsequently established to guide future implementation efforts:

- Strengthen coordination to improve the effectiveness of local water quality activities
- Utilize science and technology to develop innovative management practices
- Support efforts to assure water quality and compliance with laws and regulations

These goals, and the objectives established pursuant to them, provide a framework and long-term direction for Project Clean Water efforts. **Action Items** were also established to provide needed specificity and measurability, and to establish a basis for ongoing evaluation of Project Clean Water activities.

## Section II. EVALUATING PROGRESS

Once the **Clean Water Strategic Plan** was finalized in June 2001, implementation began immediately. Progress and success of Project Clean Water efforts is measured against the completion of the specific and tangible **Action Items** established in the Strategic Plan and subsequent iterations. Much like a school report card, these action items are graded and checked off when completed. Additional action items will continue to be identified and addressed throughout the life of the project.

**A**

*As is documented throughout this report, the tremendous accomplishments of Project Clean Water over the past two years warrant an overall A rating.*

Specific grades are also provided below for individual action items, along with a description of accomplishments corresponding to each<sup>1</sup>. Action items were given an A when they were successfully completed on time, and a B if significant progress was made, but the item has not yet been completed.

### Goal 1. STRENGTHEN COORDINATION TO IMPROVE THE EFFECTIVENESS OF LOCAL WATER QUALITY ACTIVITIES

#### Objective 1. Strengthen and expand partnerships

**A**

##### Action Item 1: Increase participation in Project Clean Water to reflect diverse interest areas

Since the October 18, 2000 Clean Water Conference, more than 500 stakeholders have worked together to develop shared strategies for protecting our local waters. These efforts have brought together many diverse stakeholders representing a broad cross section of the region's business, industrial, military, academic, governmental, and environmental interests. By bringing the expertise and unique perspective of each of these parties to the table, Project Clean Water provides a balanced and comprehensive approach to exploring and resolving water quality issues in the region. The tremendous level of participation in these efforts is best represented by the collective accomplishments of the many Project Clean Water working groups described above and throughout the remainder of this Action Plan.

<sup>1</sup> These accomplishments cannot be described in their entirety here. More complete documentation of activities can be obtained from the Project Clean Water website ([www.projectcleanwater.org](http://www.projectcleanwater.org)).

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**A****Action Item 2: Conduct outreach to encourage participation in Project Clean Water**

Sharing the Project Clean Water message, both with existing participants and the general public, has been a priority from the beginning. A basic tenet of Project Clean Water is that all meetings are open to the public. Participation is encouraged through personal invitations, the Project Clean Water website, and extensive email notification lists. The County of San Diego currently maintains a database of over 700 contacts to notify interested parties of meetings and other events. Meeting summaries are also provided to participants and posted on the website to keep interested parties informed and engaged.

Additional avenues of outreach have been initiated and coordinated through the Education and Resource Development TAC. This TAC and many of its participants promote the use of the Project Clean Water logo, and the vision statement, "*Clean Water Through Local Commitment and Action*", on a variety of widely distributed outreach materials such as San Diego County Voter Guides, business cards, brochures, and media pieces. The focal point of these efforts is generally to encourage regional awareness and provide educational information and materials via the Project Clean Water website.

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**A****Action Item 3: Begin meeting with Policy Advisory Committee members to gain input and support by October 2001**

A Clean Water Subcommittee was established by the County of San Diego Board of Supervisors on July 11, 2000 to launch Project Clean Water. The primary functions of the Subcommittee have been to serve as an advocate for Project Clean water, and to coordinate policy level activities as necessary. The Subcommittee was not created to meet on a regular basis. Project staff has continued to update this Subcommittee and other policy advisors to gain input and support as needed. This has included presentations to the Board of Supervisors on July 18, 2001, and the Mayor's Clean Water Task Force on October 5, 2001. Additional policy level support will be sought as needed to ensure that Project Clean Water goals and objectives continue to be met.

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**Objective 2. Support water quality planning efforts**

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**A****Action Item 4: Develop a regional Clean Water Action Plan**

This document is the regional Clean Water Action Plan. It describes the status of implementation of the 36 action items established in the June 2001 Clean Water Strategic Plan, as well as an additional 16 new action items identified by stakeholders at the 2002 Clean Water

Summit. It also serves as documentation of revisions to the iterative Strategic Plan.

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**A****Action Item 5: Support and participate in ongoing and future watershed management planning efforts**

In large part, the focus of the Comprehensive Planning TAC since its inception has been to foster watershed planning in the San Diego region. The TAC's baseline inventory, focused assessment, and ongoing white paper all explore various types of planning related to or affected by water quality issues, as well as their relationship to the burgeoning discipline of watershed management planning. In January 2002, the TAC also established a Watershed Coordination Technical Workgroup to provide a forum for participants active in watershed planning efforts to share their successes and failures. The workgroup also assists in furthering the development of watershed protection plans in each of the 11 coastal watersheds in the region. During 2002, the workgroup also provided input to the Watershed Urban Runoff Management Program (WURMP) Technical Workgroup in its development of a model WURMP guidance document currently being used by Stormwater Copermittees.

To further coordination, the Project Clean Water website was revised in November 2001 to provide watershed-based information in a "clickable" web browser format. Visitors can obtain valuable information regarding water quality, planning, ongoing projects, local activities, and links. This is illustrated in Figure 2 below.

Numerous other Project Clean Water activities provide direct and indirect support to watershed planning efforts in the region. For instance, the Data and Information Management Workgroup assisted the Municipal Stormwater Copermittees in developing watershed-based source inventories and maps. The Education and Resource Development TAC has advocated, and assisted various parties in the development of, watershed-based content for outreach materials. It has also coordinated the development of baseline outreach surveys that include watershed content.

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**B****Action Item 6: Support and integrate local planning efforts**

Water quality management cannot be successful without an effective planning component. However, important aspects of planning that play a role in protecting and enhancing the quality of our local water resources (transportation, species and habitat, water supply, etc.) are divided among numerous agencies and programs. The Comprehensive Planning TAC has provided a forum for general discussion of these major planning efforts since 2001. Because of the great diversity of existing planning types, the TAC created an inventory of planning programs and activities that are applicable regionally, jurisdictionally, or on a watershed basis. Upon completion of this inventory, an initial assessment was conducted to determine whether changes are necessary to more effectively address water

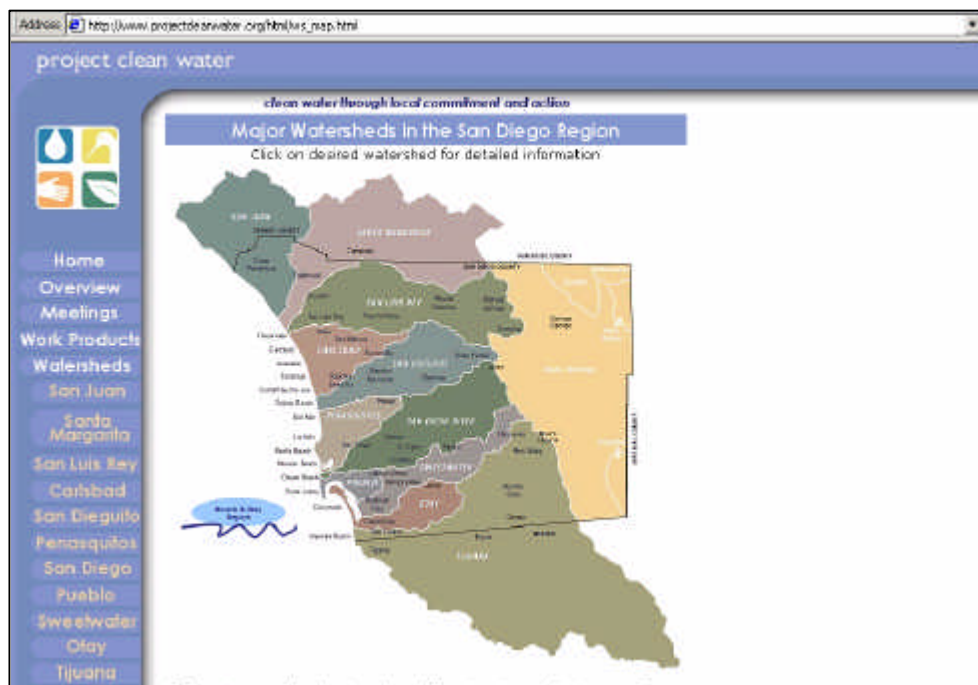


Figure 2. Project Clean Water Website Watershed Page

quality issues and concerns. Based on these conclusions, other specific action items were developed and are currently being implemented. The TAC is currently drafting a white paper to identify and better characterize the linkages between watershed planning and various other types of planning.

## A

### Action Item 7: Provide general guidance on planning and legal issues

Providing guidance on planning and legal issues are ongoing functions of the Comprehensive Planning TAC and the Legislative and Regulatory Issues TAC. The Comprehensive Planning TAC is currently exploring how watershed protection planning relates to other types of planning efforts in the San Diego region. This TAC also established two workgroups to help guide the development of watershed management plans in all of the 11 coastal watersheds in our region.

In May 2002, the Legislative and Regulatory Issues TAC began developing impartial summaries of pending legislation as a basis for discussion at its monthly meetings. These summaries are posted to the Project Clean Water website. The TAC also continues to actively solicit the participation of experts in various disciplines of environmental law and regulation to assist in the identification and evaluation of priority issues. The TAC is currently identifying opportunities for legislative changes necessary to better support water quality protection in the San Diego region. In June 2002, the TAC also completed a study of potential funding sources for stormwater quality programs.

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**Objective 3. Establish a forum to explore priority issues and resources**

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**A**      **Action Item 8: Conduct a detailed assessment of stakeholder needs and expectations**

The first phase of Project Clean Water focused extensively on each of the four TAC's assessment of stakeholder expectations. These efforts resulted in the completion of several important work products: baseline inventories, focused assessments, and the 195-page Phase I Results Report. All of these deliverables are available for downloading on the Project Clean Water website.

To further explore and update stakeholder priorities, and to update the *Clean Water Strategic Plan*, the County Board of Supervisors hosted the first annual Clean Water Summit on June 21, 2002. Approximately 220 people attended, including elected officials, representatives of government agencies, academics, business and industry leaders, representatives of nonprofit and community groups, students and teachers, and interested members of the public. Needs and expectations identified at the Summit provided the basis for the 16 additional action items described in Section III of this Clean Water Action Plan.

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**A**      **Action Item 9: Develop an annual agenda of recommended priority actions**

The June 2001 Clean Water Strategic Plan represents the first major step toward extensive and ongoing documentation of regional stakeholder priorities for clean water. Recognizing the need to periodically revisit these priorities, the First Annual Clean Water Summit was held in June 2002. Participants had the opportunity to attend any of four concurrent tracks based on the respective topic areas of the TACs. Speakers provided presentations and participated in focused panel discussions, the outcomes of which were used to determine new directions for the coming year. Participants reaffirmed many existing priorities and identified important new directions, including 16 new action items (see Section III).

Clean Water Summits or other appropriate forums will continue to be held as needed to regularly explore and update the priorities identified to date. The 2003 Clean Water Summit will be held at Point Loma Nazarene University on June 20, 2003.

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**A**      **Action Item 10: Conduct a study of potential funding sources and alternatives by June 2002**

The Legislative and Regulatory Issues TAC conducted an analysis of potential funding sources for municipal stormwater programs, which was finalized in June 2002. The study includes an analysis of several types of governance structures under which funding mechanisms

could be developed to support the various compliance obligations incurred by municipalities under the Municipal Stormwater Permit. These were categorized as (1) Regional or Watershed Structures, (2) Jurisdictional Structures, and (3) Other Structures. Within these broad categories, a number of options were examined. The TAC concluded that a joint powers agency or a legislatively created district empowered to operate on a hybrid regional/watershed basis would be the most preferable structure for funding and governing stormwater programs in the County. The study was posted to the website and discussed with Stormwater Copermittees at their July 18, 2002 Management Committee meeting.

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**A****Action Item 11: Encourage technical experts to work together on priority issues**

Since November 2000, the four Project Clean Water TACs, their associated workgroups, and the Clean Water Summit have all provided a forum for interested parties to identify and explore common issues and concerns. As appropriate to the particular issues under consideration, input from experts in various disciplines has been solicited and utilized. The TACs will continue to encourage dialogue and involve others with relevant expertise as necessary to address action items and complete work products.

<b>Goal 2. UTILIZE SCIENCE AND TECHNOLOGY TO DEVELOP INNOVATIVE MANAGEMENT PRACTICES</b>
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**Objective 1: Facilitate data and information sharing between stakeholders at all levels (regional, watershed and local)**

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**A****Action Item 12: Expand the existing Project Clean Water website ([www.projectcleanwater.org](http://www.projectcleanwater.org)) to provide an organized repository of local water quality efforts.**

On January 2, 2001, the County launched a website that has become an invaluable watershed-based educational resource and a national model. In September 2001, the [www.projectcleanwater.org](http://www.projectcleanwater.org) domain name was purchased for 10 years to provide an easy link to the site. The site was then expanded in March 2002 to provide information on local water quality efforts to facilitate data and information sharing. The site currently contains over 160 pages, with much of the information provided in an easy to follow watershed map-driven format. More than 60,000 visitors have been recorded to date, and thousands of files are downloaded each month.

**A****Action Item 13: Display Project Clean Water and other selected work products on the website**

A “work products” link was established on the Project Clean Water homepage to provide easy access to completed work products. These documents are also included, along with meeting notices and summaries, on the associated TAC’s webpage. The following work products are currently available on the website:

- Clean Water Strategic Plan (June 2001)
- Phase I Results Report (June 2001)
- Baseline Inventory of Local, Federal, and State Regulations (June 2001)
- Commercial Facilities Model Program Guidance (September 2001)
- Construction Activities Model Program Guidance (September 2001)
- Existing Residential Areas Model Program Guidance (September 2001)
- Illicit Discharge Elimination Element Model Program Guidance (September 2001)
- Industrial Facilities Model Program Guidance (September 2001)
- Municipal Facilities and Activities Model Program Guidance (September 2001)
- Outreach Model Program Guidance (September 2001)
- Science and Technology TAC Comments on Proposed Clean Water Act Sec. 303(d) List Revision (November 2001)
- Model Stormwater Ordinance (December 2001)
- Focused Assessments of planning, science, education, and legal issues (January 2002)
- Data and Information Management Plan (January 2002)
- Standardized Jurisdictional Urban Runoff Management Program (JURMP) Report and Assessment Requirements for Copermittees (January 2002)
- Standard Urban Storm Water Mitigation Plan (SUSMP; February 2002)
- Impartial Summary of Pending Legislation (Updated Bi-monthly since May 2002)
- Study of Potential Funding Sources (June 2002)
- Comprehensive Planning White Paper (Draft; August 2002)
- First Annual Clean Water Summit track summaries (September 2002)
- Watershed Urban Runoff Management Program (WURMP) Model Program Guidance (October 2002)
- Critical Review of Bacterial Water Standards for Marine Recreational Water (Draft; October 2002)
- Recommended Municipal Separate Storm Sewer System (MS4) Digitization Standards (October 2002)

- Potential Chemical Indicators for Recreational Water Quality (Draft; January 2003)
- Green Wrench Guide for the Automotive Industry (February 2003)
- Dry Weather Sampling Action Trigger Levels and Dry Weather Sample Collection Datasheet (April 2003)
- Coastal Storm Drain Adaptive Monitoring Proposal (January 2003)
- Dry Weather Database Standards (April 2003)

The Project Clean Water website also provides links to a variety of other sites and work products of potential interest to local stakeholders. This includes the Natural Resource Project Inventory (NRPI), a comprehensive electronic database searchable on the Internet. NRPI projects are sorted and provided as links to the website in easy-to-follow categories: monitoring, education, conservation, and studies.

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## A

### **Action Item 14: Conduct outreach to promote the website as a centralized source of water quality information**

Since it was established in January 2001, the Project Clean Water website has become a widely utilized source of watershed and water quality information for the San Diego region. Over 60,000 visitors have been recorded to date. The success of the website to date is largely the result of aggressive efforts to promote its use over the past two years.

Many avenues of outreach have been initiated and coordinated through the Education and Resource Development TAC. This TAC and many of its participants promote the use of the Project Clean Water logo, and the vision statement, "*Clean Water Through Local Commitment and Action*", on a variety of widely distributed outreach materials such as San Diego County Voter Guides, business cards, brochures, movie theatre slides, and stormwater management guides for commercial businesses. The focal point of these efforts is generally to encourage regional awareness and provide educational information and materials via the Project Clean Water website.

Footage of the June 2002 **First Annual Clean Water Summit** has been aired extensively on the County Television Network (CTN) and highlighted on other programming, including *Focus San Diego* and *Around San Diego County*. Project Clean Water also sponsored a gardening pilot program entitled "Down To Earth" that began airing on CTN in May 2003 to promote "smart gardening" techniques.

Finally, the Education and Resource Development TAC continues to increase the educational content of, and more aggressively market, the website. An example of a recent change in content is the development of a "For Kids" page that provides links to fun activities for school children and curriculum for teachers.

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**A** **Action Item 15: Seek information and create links to other sites for easy access**

A “Links” page was created on the Project Clean Water website to provide easy access to a broad range of groups involved in water quality activities throughout the region. Links range from environmental organizations to regulatory agencies to academic and research institutions actively engaged in the water quality arena. In addition to general links, each watershed has been given a unique web page containing links to ongoing watershed activities and existing plans and studies. Water quality information is presented in a watershed context for ease-of-access and to facilitate information sharing and comparison. Recently, as described in Action Item 14, attempts have been made to expand the content of the website to engage a broader swathe of the public, including school children and teachers. Finally, a bulletin board advertising upcoming events was established to promote participation in local watershed activities.

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**B** **Action Item 16: Promote local education and outreach opportunities**

In June 2001, the Education and Resource Development TAC compiled a Baseline Inventory of 125 education and outreach programs and activities to utilize as a basis for pursuing increased coordination among diverse educational efforts. It also combined efforts with the Municipal Stormwater Copermittees’ Outreach Workgroup to develop an Outreach Model Program Guidance document. The purpose of this document was to assist Copermittees in developing outreach and program strategies that support their regulatory responsibilities under the Municipal Stormwater Permit. In addition to identifying potential program strategies, the document promotes the effective use of existing resources through partnerships with the public, the business community, academic institutions, non-profit organizations, and other interested stakeholders. The TAC also established a bulletin board on the Project Clean Water website to more effectively promote regional educational events such as National Coastal Cleanup Day, National Water Monitoring Day, America Recycles Day, and California Coastal Snapshot Day.

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**B** **Action Item 17: Provide grant notices and other funding information on the website and promote collaboration for competitive submittals**

The Education and Resource Development TAC recently began identifying grant opportunities through various means, including subscription to a grant notification service, to provide “grant alert” notices by email to interested parties. In addition, links to potentially relevant grant funding opportunities are posted on the Project Clean Water website. By providing a centralized source of grant information, the TAC hopes to also promote increased collaboration, with the ultimate goal of attracting more funding to the region. In

March 2003, the TAC collaborated on a regional grant application for residential Integrated Pest Management education in partnership with the University of California Cooperative Extension, the Department of Agriculture, and the City of San Diego.

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## A

### **Action Item 18: Continue to operate the Regional Stormwater Hotline (888-844-6525) as a source of water quality information for the public**

The Regional Stormwater Hotline continues to be a centralized information and referral center for the public. The hotline, which is staffed by a bilingual operator, is widely publicized via mass media advertisements, brochures, commercial training guides, and other educational materials.

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## **Objective 2: Provide technical guidance on water quality issues**

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## A

### **Action Item 19: Conduct more detailed assessments of priority planning, science and technology, education and legal issues by January 2002**

The four TACs completed Focused Assessments in January 2002 to build upon existing action items and to identify specific priorities. Focused Assessments serve two primary purposes. First, they provide a simplified and more structured framework within which existing and new action items can be evaluated and pursued. Second, they articulate other TAC priorities not identified during the first phase of the Project. Listed below are the priorities identified by each TAC:

#### **Comprehensive Planning TAC:**

- Identify gaps and overlaps in regional planning efforts
- Promote the integration and coordination of individual watershed planning efforts with concurrent regional efforts
- Identify and characterize linkages of watershed planning efforts to other types of planning
- Provide regional guidance to facilitate the achievement of water quality goals for local and watershed-based planning efforts

#### **Legislative and Regulatory Issues TAC:**

- Identify opportunities for regional cooperation, and legislative and regulatory change
- Explore program funding options and alternatives
- Further compliance

**Education and Resource Development TAC:**

- Identify when and where outreach and education will be most effective
- Develop a strong identity for education and outreach activities
- Strengthen coordination between agencies that conduct outreach to improve effectiveness and maximize educational resources

**Science and Technology TAC:**

- Increase cooperation and coordination between efforts
- Develop a more comprehensive inventory of existing monitoring and research activities
- Improve existing approaches to recreational water monitoring

**A****Action Item 20: Assess the impact of priority sources of water pollution, starting with aerial deposition of pollutants**

The Science and Technology TAC began assessing the importance of aerial deposition in San Diego County during 2002. The TAC conducted an on-line literature review of air deposition research and monitoring projects in California, identified the common air contaminants considered to pose the greatest threat to water quality in the State, and summarized the sources, depositional pathways, and biological effects of these pollutants. Based on this initial investigation, the aerial deposition of nitrogen compounds was determined to be the most widespread and significant in terms of potential water quality effects.

The TAC drafted a document summarizing atmospheric deposition and current monitoring as it affects Southern California. Included in this document are two tables that summarize Common Water Pollutants of Aerial Origin and Existing Air Monitoring Networks. The TAC has shared its findings with the Comprehensive Planning TAC to assist in its characterization of potential linkages between air quality and water quality. At its meetings, the TAC also hosted two presentations on aerial deposition: 1) The County of San Diego Air Pollution Control District (APCD) on the current air monitoring program, and 2) Southern California Coastal Water Research Project (SCCWRP) on Aerial Deposition in Santa Monica Bay Watershed.

The TAC is exploring the approach outlined in the EPA (2001) document, *Frequently Asked Questions About Atmospheric Deposition*, and will provide recommendations to the water quality community on appropriate approaches and methodologies needed to quantify aerial deposition rates and loads. Information resulting from this investigation is posted on an Aerial Deposition page on the Project Clean Water website.

**B****Action Item 21. Develop an integrated water quality management approach defined by the physical systems associated with watersheds, airsheds, and landforms**

This action item is closely related to Action Item 20 above. Since this task will necessarily involve the exploration of a number of complex approaches addressed under separate regulatory programs, the Science and Technology TAC has partitioned its efforts into short-term and long-term elements. The short-term focus includes two primary elements: (1) the assessment of aerial deposition as a potential source of water quality impacts, and (2) the development of a strategy for assessing other key sources and integrating these into a comprehensive management framework and approach. The presentations described in Action Item 20 are the beginning stage of a longer-term plan of action that strategically identifies and evaluates physical systems that directly impact water quality and management approaches.

As described above, significant progress was made in characterizing important linkages between air and water quality in the region. A considerable amount of work has also been invested over the past two years toward the continued development and maturation of watershed monitoring, planning, and management paradigms. Together, these steps represent important progress toward the conceptual integration of related management approaches. Future efforts will focus on characterizing linkages to other important pathways (e.g., groundwater), and translating results from technical to management scenarios.

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**A****Action Item 22: Provide guidance on priority scientific and technical issues**

This is an ongoing function of the Science and Technology TAC. The TAC has addressed this mandate by exploring its assigned action items and by continuing to identify and explore other priority issues and tasks to expand and redefine this work. Members of the TAC are involved in many facets of the local water quality community and have brought questions and topics of interest back to the TAC for exploration. As a vehicle for ongoing information sharing, the TAC continues to update its web page on the Project Clean Water website to reflect current work products and new topics of interest. Completed work products are listed under Action Item 13 above.

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**A****Action Item 23: Provide recommended standards for data analysis and reporting as necessary to further integration of results**

From its inception, the Science and Technology TAC recognized the importance of developing standards for data analysis and reporting to ensure regional consistency. To date, work by the TAC and other technical workgroups has focused on data generated within local stormwater monitoring and management programs.

Through the Monitoring Technical Workgroup, standardized approaches were developed to implement key monitoring program components. The Dry Weather Monitoring Subcommittee developed model field sample collection sheets, action level triggers for illicit connection/illicit discharge investigations, and standardized database fields for the integration and analysis of regional dry weather monitoring data. The Coastal Storm Drain Monitoring Subcommittee developed a standard field sample collection sheet, a draft adaptive regional monitoring strategy, and is currently developing standardized database fields for integration and analysis of data for the Copermittee monitoring requirements.

The Data and Information Management Workgroup also explored the need for developing standards and guidance to integrate various types of stormwater program data. To this end, the Workgroup developed a data and information plan for the Copermittees, and recently completed recommended standards for digitizing Municipal Separate Storm Sewer System (MS4) data. Data standardization has initially focused on reporting requirements and data storage and management.

Looking beyond strict permit compliance, the TAC recently began exploring options for standardizing and potentially centralizing selected citizen monitoring data. A citizen monitoring workgroup comprised of members of local citizen monitoring groups was established to discuss general ideas for data management. The workgroup is currently surveying the various citizen monitoring groups to determine exactly what their data management needs are and how they might be integrated and easily made available to the public.

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**B****Action Item 24: Establish a regional forum for disseminating Best Management Practice information and performance data**

Copermittees and other members of the regulated community have continually identified the need for better information and guidance regarding Best Management Practices (BMPs). Several efforts have been initiated to disseminate information on effective BMPs.

As an initial step, a BMP Standards Technical Workgroup focusing on construction issues was established in June 2002. It was recognized at an early stage that many of this workgroup's efforts overlapped with the work being conducted by the California Storm Water Quality Association to develop a construction BMP manual. In response, the workgroup has re-directed its efforts, and is currently tasked with developing a regional approach to ensuring adequate implementation of BMPs at industrial and commercial facilities in the San Diego region.

With regard to commercial and industrial facilities, the Green Business Technical Workgroup has also made substantial progress in developing a self-certification program to reward businesses that go

above and beyond compliance toward broader environmental stewardship objectives. The self-certification system is on track to be in place by Fall 2004, and is modeled after similar efforts being conducted in the Bay Area. To promote the use of “green” business practices, the workgroup has developed educational BMP flyers that are currently being distributed during business inspections and at various community events. There are plans to distribute this BMP information to businesses via mailouts and at presentations to trade associations such as the Automotive Council and the Food and Beverage Association.

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**A****Action Item 25: Support the development of rapid detection methods for bacterial contamination in coastal waters**

Since the initial establishment of this action item, Assembly Bill 639 was passed and subsequently chaptered. This required the State Water Resources Control Board (SWRCB) to develop a reliable, rapid, and affordable diagnostic test for measuring indicators of contamination by pathogens in coastal waters. The SWRCB contracted with the Southern California Coastal Water Research Project (SCCWRP) to manage the development of these methods. The TAC has actively monitored the progress of this effort and provided updates and links on the Project Clean Water website. It has also advocated the use of the San Diego region as a testing ground for comparing new methodologies to currently accepted methods.

Through the County, the TAC has also provided letters of support to local research institutions conducting work in support of this objective. This has included Scripps Institute of Oceanography researchers working to develop new real-time coastal monitoring approaches, as well as scientists with the Naval SPAWAR System Center, San Diego who are developing rapid detection methods for bacterial indicators.

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**A****Action Item 26: Investigate alternative approaches to recreational water monitoring that better integrate state-of-the-art scientific and technological tools and methodologies into management decision-making**

While this is necessarily a complex and long-range action item, the TAC has identified two ways to involve local stakeholders and experts in the development of alternative monitoring approaches. First, local researchers have been actively encouraged to pursue innovative and promising projects with direct application to recreational water assessment (such as the CODAR study being conducted in Imperial Beach). Second, TAC participants have collaborated to pursue funding for specific projects. Much of the TAC’s work has also focused on compiling information on potential approaches, exploring these options during TAC meetings, and providing information and results via the Project Clean Water website. Among the approaches explored so far are the following:

- o Use of chemical indicators to determine if waters are contaminated by wastewater
- o Use of remote technologies to predict events that may impact human health (both CODAR- and RWQCB-sponsored Ocean Imaging Project)
- o Ongoing studies of Mission Bay bacterial contamination by academic researchers and the City of San Diego
- o Enhanced monitoring by the County of San Diego to study lagoon impacts on coastal waters
- o Microbial source tracking techniques
- o DNA fingerprinting
- o Use of predictive computer models in managing public health

In addition, TAC members will continue to participate in and provide updates on the activities of other groups working toward similar objectives. These include the State Beach Water Quality Workgroup, the California Stormwater Quality Association, and the Southern California Stormwater Monitoring Coalition.

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### **Objective 3: Establish a baseline of existing conditions**

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#### **A**

#### **Action Item 27: Characterize existing receiving water quality**

The Science and Technology TAC initially focused its efforts on providing critical review of the State-approved 2002 revision of the Impaired Waterbodies List for the San Diego Region. Sections 305(b) and 303(d) of the Clean Water Act require the San Diego Regional Water Quality Control Board (SDRWQCB) to assess receiving water quality to identify waterbodies that are not supporting designated beneficial uses. The TAC contributed to this process in two important ways. First, it provided critical review of the ongoing 2002 update. Second, it served as a resource for improving the informational base and critical review process by which future updates are conducted.

In November 2001, TAC participants carefully reviewed the draft list and submitted detailed comments focusing on specific technical concerns related primarily to data quality and analytical techniques. Several members of the TAC also participated in a SDRWQCB Public Workshop in December 2001. After the SDRWQCB forwarded their recommendations to the State Water Resources Control Board (SWRCB) in early 2002, a San Diego Regional 303(d) Workgroup was established to provide additional technical review. Several TAC participants were actively involved in this workgroup and provided testimony at the May 2002 SWRCB Workshop. Comments developed by the TAC and the San Diego Regional 303(d) Workgroup are available on the Project Clean Water website.

During Summer 2002, members of the TAC also worked with the State Beach Water Quality Workgroup to develop recommended criteria for 303(d) listing of REC-1 beneficial use designated

waterbodies. These criteria were submitted to the SWRCB. The TAC continues to work with the workgroup to provide guidance on recommended “de-listing” criteria and the analysis of data between listing cycles.

A closely related direction pursued by the TAC was to investigate the feasibility of compiling water quality criteria into a summary table to assist managers and scientists with data interpretation. To this end, the TAC closely studied the document, *A Compilation of Water Quality Goals*, developed by Jon Marshack of the Region 4 Regional Water Quality Control Board, as well as a CalTrans website (<http://endeavor.des.ucdavis.edu/wqsid>) that provides a GIS-based inventory of water quality standards for the State of California. Collectively, these tools are considered to represent the current state of the art in water quality criteria compilation and visualization. However, because they are somewhat limited in their application, TAC members are continuing to explore the definition of alternative tools that will meet the needs of local water quality managers.

A third direction pursued by the TAC is involvement in the Triennial Review process for the Water Quality Control Plan for the San Diego Basin (Basin Plan). The TAC formed a Basin Planning Issues Technical Workgroup to compile and explore stakeholder issues of concern for upcoming the triennial review process. The initial direction of this workgroup was to provide a forum for educating the public on the review process and the rules and regulations driving it. To date, the workgroup has worked with the SDRWQCB to bring relevant information to the public, facilitated stakeholder comments on the triennial review process, and presented a water quality standards course for interested stakeholders.

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**A****Action Item 28: Establish a baseline of general awareness to measure the progress of outreach efforts**

Since this action item was established, baseline awareness surveys have been conducted by several jurisdictions, including the City of San Diego, a coalition of North County Cities, and the County. These surveys assessed current levels of general stormwater awareness among the residential population. The Education and Resource Development TAC worked with each of these agencies to coordinate their efforts to ensure regional consistency in survey content.

The City of San Diego conducted a follow-up survey in 2002, and currently the North County Cities and the County are conducting follow-up surveys in selected watersheds. In addition to measuring changes in stormwater awareness, the follow-up surveys are assessing general watershed concept awareness. Core questions are being selected among the surveys to develop regional characterization of awareness and behaviors. The TAC will continue to monitor existing efforts and serve as a resource for the development of reassessment strategies and trend analysis.

**B****Action Item 29: Establish a baseline of potential health impacts to beach visitors**

As a starting point, the Science and Technology TAC determined a need to better understand the history behind the regulations used to manage human health risks in coastal recreational waters. The TAC compiled information on epidemiological studies conducted in the United States and prepared a draft document reviewing the chronology of the traditional bacterial indicator standards and the scientific evidence supporting the current standards.

In addition, members of the TAC worked with the State Beach Water Quality Workgroup (BWQW) in developing recommended listing criteria for REC-1 beneficial uses to be used by Regional Water Quality Control Boards to determine whether a waterbody should be listed on the Clean Water Act section 303(d) list. These listings are important since they help to define whether recreational waters are supporting their designated beneficial uses, and therefore whether unacceptable levels of health risks to beach visitors exist. The TAC also prepared and submitted comments to the State Water Resources Control Board (SWRCB) on several beach locations within the San Diego County that were recommended for listing on the current 303(d) list, but which were not consistent with the recommended criteria developed by the BWQW. The TAC is continuing to work with this group to develop guidance on recommended “de-listing” criteria and the use of long-term data between listing cycles.

The TAC is also monitoring the ongoing Mission Bay epidemiological study to assess how this and other concurrent studies are interpreted together to assess health impacts to users of the Bay. The TAC has also reviewed the most recent draft of the Implementation Guidance for Ambient Water Quality Criteria for Bacteria prepared by the USEPA and submitted comments on this document.

The goal of the TAC is to continue identifying different types of data and studies that are relevant to establishing a baseline of potential health impacts to beach visitors and provide this information to the public through the Project Clean Water website. A bibliography is available on the website containing applicable references accumulated by TAC members. Following this process, the TAC will begin to interpret the different lines of evidence and develop a framework for evaluating these potential health impacts.

**Goal 3. SUPPORT EFFORTS TO ASSURE WATER QUALITY AND COMPLIANCE WITH LAWS AND REGULATIONS****Objective 1. Create model approaches and solutions that promote regional consistency**

**A****Action Item 30: Complete model program guidances by December 2001 to facilitate implementation of the new Municipal Stormwater Permit**

Given the central role of the recently re-issued NPDES Municipal Stormwater Permit in achieving clean water in the region, focused technical workgroups that paralleled specific permit requirements were established and began meeting in February 2001. To facilitate implementation of the permit and to promote regional consistency, these workgroups developed model program guidance for the following program areas:

- Commercial Facilities and Activities
- Industrial Facilities
- Construction Activities
- Existing Residential Areas
- Illicit Discharge Elimination
- Municipal Facilities and Activities
- Education and Outreach
- Data and Information Management

**A****Action Item 31: Develop clear, fair, effective and enforceable model ordinances by December 2001 to facilitate implementation of the new Municipal Stormwater Permit**

The *County of San Diego Watershed Protection, Stormwater Management, and Discharge Control Ordinance* was adopted by the County Board of Supervisors on January 16, 2002. Prior to its completion, the Ordinance was broadly distributed at various stages of its development so that it could serve as a focus of discussion and a model for the development of other stormwater ordinances throughout the region. The purpose of this and other local stormwater ordinances is to establish the legal authority necessary to implement provisions of the Municipal Stormwater Permit. Through County Counsel, the Legislative and Regulatory TAC worked closely with the City Attorneys NPDES Workgroup to provide input into the drafting of the Ordinance. To facilitate this process, the TAC reviewed the Ordinance at various stages of its development and provided a forum for extended review and discussion at two of its monthly meetings.

**B****Action Item 32: Complete a model watershed program guidance by May 2002 to facilitate implementation of the new Municipal Stormwater Permit**

In January 2002, the Comprehensive Planning TAC established a Watershed Urban Runoff Management Program (WURMP) Workgroup to produce guidance for developing and implementing individual WURMPs throughout the region. While this was primarily intended to assist Municipal Stormwater Copermittees in maintaining compliance

with their permit obligations, it has also helped to maintain regional consistency between other watershed planning efforts throughout the County. Throughout the development of this guidance document, completed in October 2002, meeting notices, summaries and draft documents were continually posted to the Project Clean Water website.

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**A****Action Item 33: Identify other needs for which model approaches and solutions are appropriate**

This is an important ongoing function of all Project Clean Water TACs and workgroups. Although the June 2001 Clean Water Strategic Plan explicitly identified a number of specific applications for which model guidance would be needed, other program areas that lend themselves to a “model” approach have also been identified over the past two years. For instance, after an initial needs assessment, the Data and Information Management Workgroup developed a Data and Information Management Plan for stormwater managers, as well as standards for digitizing municipal stormwater conveyance systems. The Monitoring Workgroup has similarly developed a variety of guidance and standards for various monitoring programs required under the Municipal Stormwater Permit. As described elsewhere in this Action Plan, additional work is currently being conducted to develop consistency in the selection and implementation of BMPs. The Education and Resource Development TAC is also continuing to pursue regional coordination of outreach efforts through model approaches, most notably the development of standardized school curriculum. The identification of model approaches and solutions will continue to be a major focus of Project Clean Water efforts.

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**Objective 2: Identify opportunities to go beyond compliance**

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**A****Action Item 34: Develop a compliance incentive program for local businesses**

In January 2002, the Legislative and Regulatory Issues TAC established a technical workgroup to develop incentives for encouraging local businesses to go above and beyond regulatory compliance in pursuit of pollution reduction. The workgroup began meeting to discuss and establish a baseline of available resources, existing model programs, and local industry needs. This workgroup subsequently merged with the Green Business Subcommittee, which was established to develop a Green Business program to educate local businesses about pollution prevention methods.

The newly constituted Green Business Technical Workgroup has made substantial progress in developing a self-certification program to reward businesses that go above and beyond compliance toward broader environmental stewardship objectives. The self-certification system is on track to be in place by Fall 2004, and is modeled after

similar efforts being conducted in the Bay Area. To promote the use of “green” business practices, the workgroup has developed educational BMP flyers that are currently being distributed during business inspections and at various community events. BMP information will be distributed to businesses via mail-outs and at presentations to trade associations such as the Automotive Council and the Food and Beverage Association.

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## **B** **Action Item 35: Identify opportunities for legislative changes to support water quality protection**

Since its inception in November 2000, the Legislative and Regulatory Issues TAC has recognized the potential of legislative change as a means of better addressing existing and potential water quality issues in the region. The approach utilized in addressing this Action Item is incremental. First, the TAC worked to better characterize current water quality laws and regulations through the development of a baseline inventory completed in June 2001. Next, the TAC began developing impartial summaries of pending water quality legislation to stimulate discussion at its meetings and to keep participants abreast of important developments at the state level. The TAC continues to set aside a portion of each meeting to discuss proposed state legislation related to water quality. Finally, the TAC formulated five broad principles under which specific legislative priorities can be further pursued as a group. They include:

- Ensure adequate funding, including a fair share of available bond monies, for water quality programs in the San Diego region
  - Support the development and refinement of further linkages between science and policy
  - Support efforts to reduce the redundancy of state and local regulatory programs
  - Support appropriate local control over the scope and content of local water quality programs
  - Support the continued development and maturation of effective water quality management paradigms.
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## **A** **Action Item 36: Identify successful activities and programs, and encourage their regional implementation**

Identifying and highlighting program successes is at the heart of most of the activities conducted through Project Clean Water TACs and workgroups. Developing consensus on successful program activities was the primary method by which eight model stormwater program guidances were developed and completed in 2002. The consistent regional implementation of proven methods is the hallmark of this model approach.

Another example of how this approach has been embraced under Project Clean Water is the Watershed Coordination Workgroup established by the Comprehensive Planning TAC in January 2002.

The purpose of this workgroup is to share successes and failures encountered during local watershed planning efforts. Meetings focus on specific, ongoing planning activities to encourage the integration of planning efforts.

As described above under Action Item 34, the Legislative and Regulatory Issues TAC also established a technical workgroup in January 2002 to develop incentives for encouraging local businesses to go above and beyond regulatory compliance in pursuit of environmental protection. This Green Business Technical Workgroup has made substantial progress in developing a self-certification program to reward businesses that exceed regulatory requirements in the attainment of broader environmental stewardship objectives. This program is modeled on similar efforts being conducted in the Bay Area.

Since its creation, Project Clean Water has made every attempt to acknowledge the important contributions to water quality made by hardworking and committed individuals. For example, several local leaders were recognized for outstanding achievements at the 2002 Clean Water Summit.

**Clean Water Champions.** The six local leaders below were recognized for their commitment to clean water:

- o Mayor Dick Murphy and Councilmember Scott Peters, City of San Diego
- o Assemblymember Christine Kehoe, 76th District
- o Councilmember Donna Frye, City of San Diego
- o Bruce Reznik, San Diego BayKeeper
- o Laura Hunter, Environmental Health Coalition

**Compliance Incentive Awards.** The three local industry associations below were presented with awards for providing leadership in the field of clean water.

- o Engineering and General Contractors Association
- o Industrial Environmental Association
- o Food and Beverage Association of San Diego

Recognizing and acknowledging the important example set by individuals in our community will continue to be a priority for Project Clean Water.

## Section III. CONTINUOUS IMPROVEMENT

The *First Annual Clean Water Summit* galvanized the commitment of local stakeholders to continue working together on the scientific, educational, planning, and legal issues affecting water quality management in the region. Many existing priorities were reaffirmed and important new directions identified. Many issues crossed over between topic areas, confirming the need to coordinate, share data and information, and team up to seek funding.

## A. Renewed Focus

The panel discussions held at the 2002 Clean Water Summit resulted in the identification of new direction to focus efforts for the coming year. Specific new directions emerging from the four panel discussions included the following:

- Participants at the Legislative Track expressed the need to communicate more effectively with legislators in Sacramento and Washington and their staff. They were also concerned with ensuring that adequate resources are appropriated for, and that legislation supports, funding of our clean water priorities. Many also encouraged the formation and projection of a unified front to support legislation and regulatory changes that would benefit the region. Finally, participants expressed a desire to provide local businesses with opportunities to participate in the development of improved inspection programs and regulatory programs.
- Participants at the Science Track wanted to become more actively involved in, and provide support to the Regional Water Quality Control Board during, the triennial review of the San Diego Basin Plan. They also identified the establishment of more effective mechanisms for sharing key data and information as a priority.
- Participants at the Planning Track felt that it was important to identify interconnections across political boundaries and between different topic areas, including the nexus between water quality, ecology, hydrology, and biology. They also reaffirmed their commitment to characterizing important connections between watershed planning and other types of planning, such as land use, growth management, and habitat protection.
- Participants at the Education Track stressed the importance of developing strategies to empower educators to teach water-based environmental curricula. They also wanted to identify ways of more effectively disseminating a clean water message that resonates with the public.

## B. New Action Items

Many specific new directions were identified as a result of group discussion at the 2002 Summit. These provided the basis for exploration at subsequent TAC meetings, and eventually, the drafting of proposed new action items for review and approval by the Steering Committee at its October 9, 2002 meeting. A total of sixteen new action items were identified:

**Goal 1. STRENGTHEN COORDINATION TO IMPROVE THE EFFECTIVENESS OF LOCAL WATER QUALITY ACTIVITIES**

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### Objective 1. Strengthen and expand partnerships

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#### **A** Action Item 37: Install a message board on all TAC website homepages

Participants voiced the need to provide an electronic message board for each respective topic area of the TACs to facilitate communication on common issues. Message boards were established on each TAC homepage in December 2002.

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**A** **Action Item 38: Expand partnerships to ensure that planning encompasses entire hydrologic units**

As described throughout this Clean Water Action Plan, implementation of this action item is evidenced in the significant development and growth of relationships between various watershed-related working groups over the past year. The Comprehensive Planning TAC and its Watershed Coordination Workgroup both continued to provide important ongoing forums for information sharing and the development of partnerships. Similarly, the Stormwater Copermittees' Watershed Urban Runoff Management Program (WURMP) Workgroup, and various other working bodies, provided unprecedented opportunities for increasing coordination and establishing new partnerships on watershed planning issues.

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**B** **Action Item 39: Pursue partnerships through the identification and generation of projects that reflect diverse interest areas**

To encourage the formation of partnerships, the Education and Resource Development TAC took an important first step in developing a list of ongoing watershed education projects. The list has proven an invaluable tool in identifying active groups and facilitating cooperation among groups with diverse interests, but similar goals with respect to clean water. The TAC has also worked cooperatively with a number of entities to both sponsor and participate in regional citizen monitoring events and clean-up days. Some events over the past year included:

- Project Clean Water was a co-sponsor of California Coastal Cleanup Day on September 21, 2002. Partners included I Love a Clean San Diego, San Diego BayKeeper, and the California Coastal Commission. With over 4,700 volunteers, countywide participation was up 330% from last year, and over 100,000 pounds of debris were removed from local beaches, bays, creeks, etc.
- Project Clean Water also partnered with the San Diego Citizen Watershed Monitoring Steering Committee (chaired by San Diego BayKeeper) to hold National Water Monitoring Day on October 17, 2002 and Coastal Snapshot Day on May 17, 2003.

Project Clean Water is committed to expanding these partnerships in the future.

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**B** **Action Item 40: Publish an annual newsletter to inform stakeholders and engage participation**

The first newsletter will be distributed via the Project Clean Water email distribution list in Fall 2003. Subsequent newsletters will follow at least annually. The primary purposes of the newsletter will be to keep stakeholders informed about ongoing activities, and to highlight recent accomplishments.

## Objective 2. Support water quality planning efforts

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**B** **Action Item 41: Identify and characterize the linkages between watershed planning and other planning efforts so that a balance in planning processes and other elements (i.e., quality of life, water quality, etc.) may be achieved**

The Comprehensive Planning TAC has provided a forum for general discussion of these major planning efforts since 2001. Because of the great diversity of existing planning types, the TAC created an inventory of planning programs and activities that are applicable regionally, jurisdictionally, or on a watershed basis. Upon completion of this inventory, an initial assessment was conducted to determine whether changes are necessary to more effectively address water quality issues and concerns. Based on these conclusions, other specific action items were developed and are currently being implemented. The TAC is currently drafting a white paper to identify and better characterize the linkages between watershed planning and various other types of planning.

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**B** **Action Item 42: Facilitate integration of watershed planning and water quality principles into planning curricula**

Looking to the future, the Comprehensive Planning TAC identified an important need to ensure that planners become sufficiently grounded in watershed and water quality principles during their professional education and training. As a first step, TAC participants worked with the University of California Extension program to develop and offer the course, *Watershed Management Planning*, in April 2003. This one-day seminar offered students the opportunity to discuss the process of developing practical management options for local watershed resources. Project Clean Water participants will continue to look for additional opportunities to work with colleges and universities to integrate watershed content into existing curricula.

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## Objective 3. Establish a forum to explore priority issues and resources

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**B** **Action Item 43: Host a water quality forum for legislative aides to explore opportunities for legislative changes**

Building on the success of the June 2002 First Annual Clean Water Summit, the Legislative and Regulatory Issues TAC has begun developing consensus priorities for local legislative support and action. Based on the specific goals and objectives resulting from this ongoing process, a longer-term plan for conveying agreed upon priorities to legislators will be developed. A specific Project Clean Water forum for legislative aides is not currently planned, but is being considered for the next one to two years. In the meantime, the Legislative and Regulatory Issues TAC has invited a veteran lobbyist with a great deal of experience in environmental issues to be a featured speaker at the 2003 Clean Water Summit. He will expound upon the client-lobbyist nexus as well as effective means of communicating regional priorities to legislators.

**Goal 2. ASSIMILATE SCIENCE AND TECHNOLOGY INTO MANAGEMENT PRACTICES****Objective 1: Facilitate data and information sharing between stakeholders at all levels (regional, watershed and local)****A Action Item 44: Facilitate integration of scientific and technical information to encourage their use in watershed management planning (i.e., geology, hydrology, biology, GIS, etc.)**

Over the past year, a number of different working groups made progress toward improving the scientific and technical basis of watershed planning. The Comprehensive Planning TAC provided a forum for presenters and participants to share technical information and explore its relationship to watershed planning issues. Various technical workgroups also continued working to develop technical standards that address specific watershed-related issues (stormwater conveyance system digitization, watershed monitoring, data management, etc.). As described under Action Items 5, 12 and 13 above, the expansion of the Project Clean Water website to a user-friendly, watershed-based format in November 2001 provided a conduit for making technical and scientific information and various work products more easily available to interested stakeholders. Newly established technical workgroups have also made initial progress toward developing more standardized approaches to BMP data and information identification, assessment, and dissemination.

**A Action Item 45: Facilitate stakeholder input in the Triennial Review of the Water Quality Control Plan (Basin Plan)**

In September 2002, the Science and Technology TAC formed a Basin Planning Issues Technical Workgroup to facilitate participation in the Basin Plan Triennial Review process for the San Diego Region. The initial direction of the workgroup was to provide a forum for educating interested stakeholders on this review process and its regulatory basis. Workgroup participants worked with the SDRWQCB to bring this information to the public, facilitated the development of stakeholder comments, participated in a public workshop hosted by SDRWQCB staff, and developed and hosted a water quality standards course.

**B Action Item 46: Promote the development of a centralized database for citizen water monitoring data**

Through the Science and Technology TAC, efforts were initiated in 2002 to begin increasing the coordination and accessibility of citizen monitoring data. A survey was developed and distributed to citizen monitoring groups around the County. Initial responses have been received from many key organizations (San Diego Stream Team, Friends of Famosa Slough, Ja-Jan Binational Monitoring Program / San Diego BayKeeper, SDSU Field Biology Club, and Santa Margarita Home 2 Ocean Program). The group is currently evaluating survey results, and has begun looking into the use of various options for centralizing and managing key monitoring data.

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**Objective 2: Provide technical guidance on water quality issues**

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**A** **Action Item 47: Analyze existing studies and expand on the Study of Potential Funding Sources to identify adequate and sustainable funding for the region**

As described in Action Item 10 above, the Legislative and Regulatory Issues TAC conducted an analysis of potential funding sources for municipal stormwater programs, which was finalized in June 2002. The study includes an analysis of several types of governance structures under which funding mechanisms could be developed to support the various compliance obligations incurred by municipalities under the Municipal Stormwater Permit. These were categorized as (1) Regional or Watershed Structures, (2) Jurisdictional Structures, and (3) Other Structures. Within these broad categories, a number of options were examined. The TAC concluded that a joint powers agency or a legislatively created district empowered to operate on a hybrid regional/watershed basis would be the most preferable structure for funding and governing stormwater programs in the County. The study was posted to the website and discussed with Stormwater Copermittees at their July 18, 2002 Management Committee meeting.

During 2002, the Legislative and Regulatory Issues TAC continued to provide a forum for the identification and discussion of other stormwater funding studies. For example, independent studies conducted by the County of San Diego (September 2002), the County of Orange, the City of Carlsbad, and others were all discussed at various TAC meetings. It was regularly noted that these studies borrowed widely from each other, and that the Project Clean Water study has been used by several consultants undertaking studies of their own.

In May 2002, the Legislative and Regulatory Issues TAC began developing impartial summaries of pending legislation as a basis for discussion at its monthly meetings. A good deal of this discussion centered around legislation with bearing on funding issues. The summaries were also posted to the Project Clean Water website, where they are available to the interested public.

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**B** **Action Item 48: Encourage the utilization of approaches to water quality characterization that go beyond conventional chemical, biological, and physical monitoring**

The purpose of this action item is to encourage integrative approaches to water quality monitoring and assessment with an emphasis on more directly and meaningfully measuring water quality impacts. This is consistent with other action items that seek to explore innovative and alternative approaches to monitoring and management. Project Clean Water working groups approached it in several different ways. First, the Science and Technology TAC continued to explore the improvement and refinement of existing monitoring methods, especially those related to recreational water monitoring (see Action Items 25, 26, and 27). As described in Action Items 20 and 21, the TAC also continued to look at broader water quality management paradigm issues by reviewing air quality monitoring programs and their relation to water quality. Another aspect of working toward greater integration of results was to develop standardized

approaches to data management and assessment as described in Action Item 23. These concepts were also a focus of discussion during many meetings of the Basin Planning Issues Workgroup, which sought to encourage more comprehensive or holistic approaches to water quality assessment. Improvement of monitoring and assessment methodologies that provide better, more meaningful support of management efforts will continue to be a priority for Project Clean Water.

### **Objective 3: Establish a baseline of existing conditions**

#### **B Action Item 49: Develop guidance on the assessment of educational outreach effectiveness**

Building on the baseline surveys described in Action Item 28 above, the Education and Resource Development TAC is continuing to review environmental education assessment studies and theories that can serve as a foundation for water quality education curriculum and project-based learning efforts.

### **Goal 3. SUPPORT EFFORTS TO ASSURE WATER QUALITY AND COMPLIANCE WITH LAWS AND REGULATIONS**

### **Objective 1. Create model approaches and solutions that promote regional consistency**

#### **A Action Item 50: Promote the development and implementation of standard water resource environmental curriculum for grades K-12**

New Phase II stormwater regulations are providing an exciting opportunity for collaboration with school districts, water districts, and other entities to develop standardized curriculum and project-based learning efforts. The Education and Resource Development TAC has begun, and will continue working closely in the coming year with the County Office of Education and school districts to promote standardized environmental curriculum throughout the region.

#### **B Action Item 51: Create a process for the region to establish a unified voice by collectively reviewing and commenting on legislation to further consistency in regulatory programs**

By developing an initial list of general priorities described in Action Item 35, the Legislative and Regulatory Issues TAC has provided an important starting point for the future establishment of a unified local voice on proposed legislation and regulatory programs. Over the past year, the TAC also established an ongoing process for facilitating legislative review by providing impartial summaries of proposed legislation to participants and other stakeholders. These work products were also used to facilitate discussion of pending legislation during TAC meetings throughout the year. They are posted on the Project Clean Water

website to enhance accessibility and to keep stakeholders updated on legislative progress between TAC meetings.

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## Objective 2: Identify opportunities to go beyond compliance

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### **B** Action Item 52: Facilitate input from the regulated community in the development and implementation of programs that affect them

Since its inception, all Project Clean Water TAC and workgroup meetings have been open to the public. As discussed in previous action items, several efforts have been made to expand participation to incorporate a broader spectrum of interests and perspectives. In particular, several attempts have been made to engage the regulated community in Project Clean Water activities.

In January 2002, the Legislative and Regulatory Issues TAC established a technical workgroup to develop incentives for encouraging local businesses to go above and beyond regulatory compliance in pursuit of pollution reduction. The workgroup began meeting to discuss and establish a baseline of available resources, existing model programs, and local industry needs. Substantial progress has been made in developing a self-certification program to reward businesses that go above and beyond compliance in the name of environmental stewardship. The self-certification system is on track to be in place by Fall 2004, and is modeled after similar efforts being conducted in the Bay Area. To promote the use of “green” business practices, the workgroup has developed educational BMP flyers that are currently being distributed during business inspections and at various community events. BMP information will be distributed to businesses via mail-outs and at presentations to trade associations such as the Automotive Council and the Food and Beverage Association.

## C. Priorities for the Future

As described throughout this *Clean Water Action Plan*, participants are committed to the iterative process of reaffirming goals and forging new directions based on current needs and expectations. Specific directions will continue to be periodically evaluated and updated as necessary each year as a core objective. Consistent with the vision of Project Clean Water, this ongoing process will continue to focus the efforts of the people who live and work in the San Diego region on the development of solutions to water quality problems that reflect their shared issues and concerns.