

MEMO

Date: October 21, 2010

Subject: Meeting Notes - SANDAG Quality of Life Stakeholder Working Group October 20, 2010

Stephanie Gaines and Michael Drennan provided a PowerPoint presentation to the SANDAG Stakeholder Working Group (SWG) on the progress and status of the WQWG's efforts to prepare their Needs Assessment and Cost Estimate. Todd Snyder and Jeff Pasek were also in attendance and assisted with providing answers to questions from the SWG. In addition, other members of the WQWG (Michael Beck and Christ Cates) were also present and serving in their dual roles as members of the SWG. After the formal presentation, we asked the SWG to provide us feedback and input regarding any additional information they would find useful in the WQWG's final report and presentation in December. Following is a summary of the comments provided by members of the SWG. They acknowledged that the presentation was very well done, and presented the following suggestions:

- Present some form of summary of the specific alternate funding sources that are available or might be leveraged with a SANDAG funding measure.
- Consider the issue of scale when you present your recommendation to the SWG, including your recommendation about regional versus individual solutions.
- Provide an estimate if possible of the potential cost savings if the SANDAG funding measure supported regional solutions rather than local municipalities funding individual solutions.
- Provide some discussion about the importance of SANDAG considering policy decisions in concert with developing a funding measure. For example, should SANDAG consider requiring permeable paving in future development, along with funding other nonstructural and structural solutions.
- Given that any funding measure would not address the \$20B funding gap, share a positive and uplifting scenario about potential solutions that are technically feasible and would make a difference in water quality.
- Describe what is currently being spent out of the \$4.9B on programs such as outreach and education versus projects, and how the additional funding might be allocated on programs and projects.
- Present a scenario which suggests what could be accomplished if \$5B were allocated from the SANDAG funding measure for water quality enhancements.
- Include in the scenario a suggestion for how that \$5B could be leveraged to attract other local, state and federal funding.
- Provide an estimate or acknowledgement of the concept of what would it cost to do nothing? Fines, third party lawsuits, loss of tourism, etc.
- Consider organizing the presentation in such a way that it makes it simple for the SWG to review the water quality enhancement element in comparison with the SWG Ranking Criteria.
- Describe the WQWG's progress on their efforts to begin developing a prioritization and ranking process to assure that any funding is allocated in a way that provides the largest return on investment.
- Include more examples of upcoming or potential projects or programs that help the SWG and the public to understand the tangible results they would see with their \$5B. Provide examples that appeal to the personal nature of the public. (e.g. "clean beaches and water for your grandchildren")
- Consider coordinating the WQWG planning effort with the Co-permittees' visioning effort for their upcoming Report of Waste Discharge. The efforts of the WQWG to develop a sustainable funding measure could be a valuable component of that ROWD.