MODEL WATERSHED URBAN RUNOFF MANANGEMENT PROGRAM (WURMP) GUIDANCE DOCUMENT

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Purpose of this Guidance Document

The purpose of this document is to provide consistency in approach and presentation throughout the individual WURMPs. A generalized process is presented herein and each watershed group will adjust this process to fit their needs. Some of the reasons this process will vary from one watershed to another are: the amount of water quality data that is available, the size of the watershed, and the goals of the participants within the watershed.

It must be noted that actual conclusions and action plans must be presented in the WURMP. For example, a methodology for selecting the “major water quality problems” is presented herein, however, the WURMP is expected to contain the actual list of problems.

This document describes suggested minimum content for Watershed Urban Runoff Management Programs (WURMPs). In many instances, draft sections are not included. That is, the section is included in the outline, but not in the text. This is because the outline developed through the Model WURMP Workgroup was intended to provide a framework for a complete document. Model elements were only drafted to address those sections explicitly addressed in Permit section J.2. Copermittees therefore may or may not address all elements addressed in the outline. However, since the document represents considerable collaboration, and consistency across programs is highly desirable, deviations from the suggested outline should be carefully weighed.

It should also be noted that this document represents the collective input of multiple authors, and therefore contains a number of inconsistencies in style and tone. For instance, a variety of auxiliary verbs (can, will, should, etc.) are used throughout. No attempt has been made to edit individual sections for grammatical consistency. This is left to the discretion of individual WURMP Workgroups.

Finally, the table-of-contents of this document is changed slightly from the draft outline adopted by the Model WURMP Workgroup. All changes are in response to inconsistencies between the draft outline and the organization of the previously drafted sections. Where these inconsistencies could not be resolved, the organization of the draft sections was used.

SECTION A: INTRODUCTION AND WATERSHED DESCRIPTION

1. INTRODUCTION

a. Background.

Section to be completed by the Watershed URMP Workgroup

b. WURMP Scope / Purpose / Goals.

(1) Scope

(2) Purpose

(3) Goals

Section to be completed by the Watershed URMP Workgroup

c. Regulatory Requirements.

Section to be completed by the Watershed URMP Workgroup

2. WATERSHED DESCRIPTION

a. Introduction.

Section to be completed by the Watershed URMP Workgroup. Section should include a map and description of how the Watershed fits regionally.

b. Narrative Description.

Section to be completed by the Watershed URMP Workgroup

c. Drainage.

Section to be completed by the Watershed URMP Workgroup

d. Watershed Land Use Inventory.

Section to be completed by the Watershed URMP Workgroup

SECTION B: ASSESSMENT of WATER QUALITY and IDENTIFICATION of PROBLEMS

1. ASSESSMENT OF WATER QUALITY[1] (Permit Section J.2.b)

Permit section J.2.b requires an assessment of water quality of all receiving waters in the watershed based upon (1) existing water quality data; and (2) annual watershed water quality monitoring that satisfies the watershed monitoring requirements of Attachment B. This can be accomplished using the following data sources:

a. Existing Water Quality Information. This section should describe the sources of data and information to be used in the assessment of water quality. Distinctions should be made between receiving water and discharge data as appropriate.

(1) Data sources.

(a) Review and Recommendations Report (MEC 2001)
(b) 2001-2002 Monitoring Report (MEC Final in Aug. 2002)

(2) Other data sources. (Copermittees should be selective when introducing "other data sources" to be confident that any data considered has been properly reviewed and QA/QC'd.):

(a) Dry weather monitoring data (as applicable)
(b) Special studies or monitoring information (as applicable)

b. Data Assessment. This section should describe the methods by which the sources of data and information described above will be used to assess water quality.

(1) Land Use Modeled (Expected) Pollutants:

(a) Identify pollutants of concern for specific land uses.
(b) Use SANDAG land use database to identify watersheds with expected pollutant high loads from specific land uses.

(2) Measured Pollutants:

(a) Review historic mass loading station information to identify pollutants and toxicity issues for those watersheds.
(b) Evaluate data from 2001-02 monitoring program for chemistry and toxicity problems at mass loading stations and benthic community impacts

[1] Surface water quality refers to the physical, chemical, and biological characteristics of streams, rivers, lakes and ocean/estuarine waters. Within this context, no single analytical parameter constitutes good (or bad) water quality; rather, water quality is defined as the ability of a particular body of water to support designated beneficial uses.

through stream bioassessment. (Ambient, Bay and Lagoon monitoring data collected for 2002-2003 will be available on January 31, 2004).

(c) Evaluate other available information (special studies, dry weather information)

The current Copermittee contract with MEC includes most of this work. The only areas not included are accumulating and assessing other data sources. This work is shown in italics above.

c. Summary and Conclusions. This section should state the results of the water quality assessment.

2. IDENTIFICATION AND PRIORITIZATION OF MAJOR WATER QUALITY PROBLEMS (Permit Section J.2.c)

a. General Constituents of Concern. Another important point is to understand that the Municipal Permit does not specify a definition of a "major water quality problem". For purposes of consistency, this term will be interpreted to mean a specific parameter as opposed to an issue (i.e. sedimentation, not construction sites). Using this definition will allow for a more scientific and open-minded approach to source identification and solutions. A major water quality problem should be focused on the following parameters selected based on the monitoring program and the 303(d) list:

(1) Toxic substances (metals, diazinon, organics, etc.)
(2) Nutrients (nitrogen, phosphorous, etc.)
(3) Bacteria/Pathogens (total coliform, fecal coliform, etc.)
(4) Sedimentation (eroded soils, silts, etc.)
(5) General physiochemical characteristics (temperature, ph level, etc.)

Lastly, our assessments are focused on water quality issues. It should be recognized that there are many other issues that are generally considered in a watershed assessment, such as invasive species, wildlife, and habitat protection. These are coupled with water quality and should be considered whenever practical.

b. Identification of Water Quality Problems. Identification of water quality problems can be divided into factors or considerations that can later be prioritized. A review of these factors should produce a list of major water quality problems. The factors to be considered include:

(1) Triad of data collected in the regional monitoring program including toxicity and water chemistry and benthic community structure analyses from rapid stream bioassessment surveys. Data collected as part of regional program will be evaluated using a weigh of evidence approach. As part of data evaluation and analysis, Copermittees would generally consider the following: (1) whether administrative water quality standards/objectives have been exceeded and if so, the frequency, magnitude and duration of such exceedances; (2) how any exceedances relate to water quality objectives and designated beneficial uses; (3) whether there are any potential effects which could be a result of co-mingling and/or bioaccumulation effects of recorded constituents; (4) available data/analysis

related to source identification investigations or related efforts; and, (5) how documented conditions may contribute to water quality degradation which would negatively impact designated beneficial uses.

(2) Use 303(d) list of pollutants of concern for water quality limited water bodies in the watershed.

(3) (In 2003/04, add the use of the ultimate receiving water quality information from Ambient Bay Lagoon monitoring program in identifying problems in watersheds.)

(4) Other issues (public input, historical information, data from the land use model, politics, economics, funding, other goals, i.e. beach closures)

c. Prioritization of Problems. The water quality problems must be prioritized. A qualitative prioritization process should be used to determine priorities. The following considerations should be used in this process.

(1) Water Quality Data Assessment. Water quality exceedances will be identified using the triad of chemistry, toxicity, and benthic community data. A parameter will not be considered a high priority unless persistent water quality objectives exceedances and resulting impact of designated beneficial uses are well documented.

(2) 303(d) List of Pollutants of Concern For Water Quality Limited Water Bodies in The Watershed. Copermittees should consider the validity of existing 303(d) listings and potential 303(d) listings. More weight may be placed on listings that are long-standing with solid validation.

(3) RWQCB 13267 Water Quality Violation Letters. Copermittees will have to judge the importance of these letters on the prioritization of specific parameters.

(4) Results of Land-Use Model.

(5) Other Issues. (historical information, politics, economics, funding, other copermittee's goals, i.e. beach closures)

The individual WURMP committees should consider running the prioritization scheme through the Copermittee Monitoring Workgroup for review and comment. The Monitoring Workgroup has worked on the wet weather program and dry weather program and they should see the linkage to the WURMP and be able to comment on the prioritization. For example, the Monitoring Workgroup has developed a prioritization table for determining when to conduct Toxicity Identification Evaluations (TIEs), and with some modification, this may be applicable.

SECTION C: PLAN OF ACTION

1. INTRODUCTION AND GENERAL APPROACH

Permit section J.1 requires that Copermittees collaborate to identify and mitigate the highest priority water quality issues / pollutants within their respective shared watersheds. To this end, the WURMP document must articulate a plan of action that specifically describes a watershed-based education program (Permit section J.2.g), a mechanism for facilitating watershed-based land use planning (Permit section J.2.h), and more generally which identifies other recommended activities (Permit section J.2.d) to be implemented by Copermittees in addressing high priority problems. The activity list must be broken into short- and long-term tasks. Short-term tasks being those that are to be completed within the life of the Order (presumably within four years from now). The identification and prioritization of major water quality problems will result in a list of parameters to be addressed in the watershed. However, it must be recognized that limited data is available to develop this list and the need for additional validation is likely. The initial list may include a "targeted list of parameters" to be validated in the short term.

Once a problem is identified and validated, Copermittees must work together to address means to "fix" the problem. Fixing the problem will be a long-term project. It should be noted that through this mechanism, water quality problems may be identified at several scales. Generally, a water quality problem which is determined to be specific to a jurisdiction would be referred to the affected jurisdiction to be addressed through their existing program. A water quality problem which is determined to be impacting more than one watershed (or considered an issue at the region wide level) would be referred to the appropriate Copermittee technical committee for their recommendations (some of which may be then implemented through regional and jurisdiction specific approaches as well as the WURMP process). Water quality problems specific to a watershed would generally be addressed both through jurisdiction specific approaches and the WURMP process.

Many of the solutions to water quality problems will be similar to those in individual jurisdictions. Copermittees will likely want to work within their current programs rather than creating a new program. The watershed program can focus efforts and bring consistency to Copermittee approaches. It is anticipated that watershed projects (cross-jurisdictional) will be identified. These projects may be small, for instance adopting a consistent ordinance, or large, for instance developing a demonstration wetland. The responsibilities and funding for these projects will vary significantly.

a. Suggested General Approach This process will likely be iterative.

(1) Determine the extent of each water quality problem (spatial, temporal and magnitude),

(2) Collect additional data or perform additional studies if necessary to quantify problem (skip this step if sufficient data is available to continue with developing solutions, i.e. move to step 3),

(3) Identify sources (not IC/ID, but more general to identify cause, i.e. sediment coming from construction sites, not any particular site. Specific site source ID would come from individual jurisdictional IC/ID programs),

(4) Prioritize areas and water bodies,
(5) Identify existing activities in watershed related to water quality concern,
(6) Identify potential mechanisms to reduce pollutant load and its concentration,
(7) Where appropriate, assess efficacy and feasibility of potential BMP(s) to address problems,
(8) Identify funding sources for implementation purposes,
(9) Assess efficacy of short and long term activities and revise as needed, and
(10) Continue assessment and review of identified water quality problems

2. WATERSHED-BASED LAND USE PLANNING

a. Introduction. Sections 65000 et seq. of the California Government Code give local governments the authority and the responsibility to exercise local land use planning functions, including those which apply to general plans, subdivisions, and zoning. Because they ultimately control the types and intensities of particular activities which may be allowed within specified geographic areas, land use decisions play a critical role in addressing point and non-point sources of pollution. In accordance with Permit section F.1, Copermittees have taken specific actions to review and revise their existing land use planning processes as necessary to incorporate water quality and watershed protection principles and policies. Permit section J.2.h describes additional Copermittee requirements to build upon those actions by increasing cooperation across jurisdictional boundaries to address common watershed causes of water quality impacts.

Cities and counties have traditionally exercised their land use planning authorities independently, often with little consideration of the chemical, biological, and physical processes which govern the generation, transport, and fate of contaminants and stressors at watershed or other scales (air basins, etc.). As a result, the land use policies of individual municipalities continue to have significant potential for affecting water quality in areas beyond their jurisdictional boundaries. Clearly it makes little sense to pursue land use planning policies which fail to consider decisions affecting upstream and/or downstream uses within the same basin. Permit section J.2.i requires that Copermittees address this issue by establishing a mechanism to facilitate collaborative watershed-based land use planning with neighboring local governments within the watershed(s) for which they share responsibility. The remainder of this section describes a series of activities which Copermittees will undertake as they deem appropriate and necessary to comply with the requirements of section J.2.i to facilitate the integration of watershed policies and principles into their land use planning procedures. Copermittees will periodically review and modify as necessary the approaches adopted within their respective watersheds.

b. Individual Jurisdictional Planning Goals.

Section to be completed by the Watershed URMP Workgroup

c. Proposed Plan for Planning Coordination.

Section to be completed by the Watershed URMP Workgroup

d. General Process for Facilitating Collaborative Watershed-Based Land Use Planning. Copermittees will utilize a combination of practices to facilitate the integration of watershed data and information into their land use decision-making processes. These are described generally below. The degree to which each will be utilized will be determined as appropriate by individual Copermittees or by agreement through groups of Copermittees within specific watershed areas.

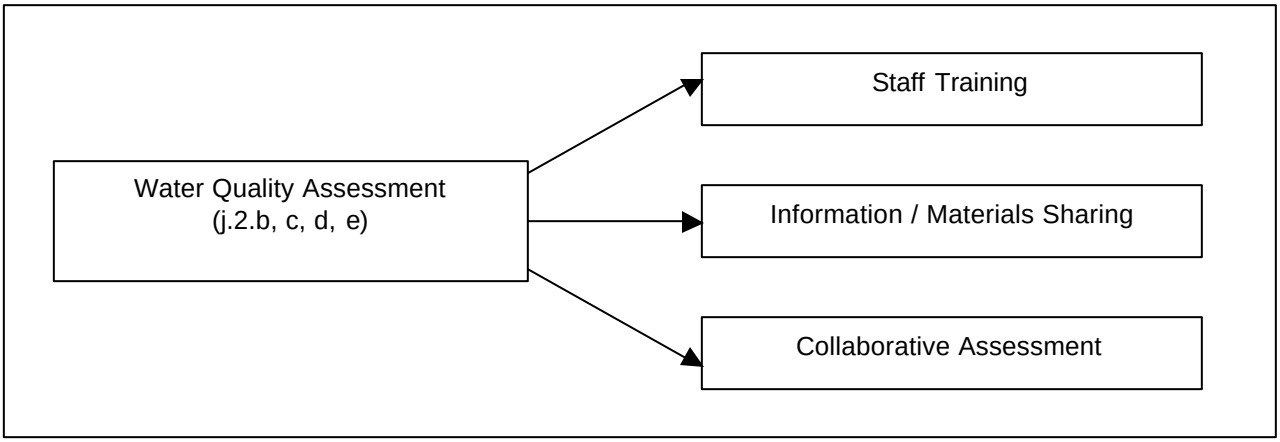

Figure 1: Process for encouraging collaborative watershed-based land use planning

(1) *Water Quality Assessment*. As illustrated in Figure 1, the Water Quality Assessment process described in section B.1 above will form the informational basis for all watershed activities and programs later initiated by Copermittees, including land use planning. Copermittees will consider the role of land use planning during the development of their overall control strategies for specific issues and problems identified as priorities for the watershed. As appropriate, specific data, information, and/or recommendations will be developed or compiled during the Water Quality Assessment process for consideration by land use planners and other decision makers to ensure adequate consideration of watershed-level problems and solutions.

(2) *Staff Training*. In addition to providing general education on water quality and watershed issues during their existing training programs for staff with land use planning and project approval responsibilities, Copermittees will endeavor to integrate information which is specific to the individual watersheds for which they share responsibility. Information gathered during the Water Quality Assessment phase described above will form the basis of watershed-specific training elements developed either individually or collaboratively by Copermittees.

(3) *Information / Materials Sharing*. Continued collaboration on the development of Watershed URMPs will necessarily result in the identification and/or generation of various written and/or electronic forms of data and information (data, reports, etc.) relevant to land use planning. As appropriate, Copermittees will ensure that such materials are shared with land use planning staff within their individual jurisdictions as well as other jurisdictions within a particular watershed.

Examples of relevant information, materials, or work products which may be shared periodically include grant proposals, restoration or BMP development projects, approvals for unique (such as projects approved with SUSMP waivers) or large development projects, monthly meeting notices, and information on various other

activities such as mitigation or structural BMP efforts, educational activities, and grant proposals. Where appropriate, Copermittees will consider the development of standardized materials such as worksheets or letters which can be distributed to other watershed jurisdictions directly or via the Lead Copermittee.

(4) *Collaborative Assessment*. For watershed issues to be successfully integrated into the land use planning process, effective dialogue must be established between the various responsible parties. To this end, stormwater managers (e.g., the Copermittee staff with primary responsibility for completion and implementation of the WURMP) will establish forums as they determine necessary to ensure effective communication with planning staff both jurisdictionally and on a watershed basis. In both instances, the purpose of the meetings will be to facilitate the exchange of pertinent watershed-specific information and to explore the collaborative development of planning strategies between stormwater managers and planners. With respect to watershed-level meetings, the lead Copermittee or their designee will facilitate meetings attended by representatives from each jurisdiction in the watershed, other interested agencies, and the public. As described in section C.2.e, public participation will be a priority during these and other meetings. The meetings will provide a general forum for discussions regarding projects that may impact water quality within other watershed jurisdictions, as well as collaborative opportunities for grant fund applications, coordination of natural resource planning, and mitigation within watersheds. Watershed land-use planning groups will periodically evaluate the effectiveness of these and other mechanisms of collaborative land-use planning to enhance their effectiveness.

(5) *Other Mechanisms*. In addition to the general mechanisms described above, Copermittees will continue to identify and consider the use of a variety of other activities or practices to encourage collaborative land use planning. These include the following:

- Establishment of a system to provide public notification of pertinent information (i.e., proposed development proposals, proposed land use changes) to the members of a watershed-specific master contact list.
- Identification of water quality-related land use planning goals, objectives, and policies in the Watershed Urban Runoff Management Programs to guide long-range and current planning decisions.
- Amendment of existing ordinances and/or establishment of incentives to ensure that land mitigation required for proposed impacts associated with a development project (already required as part of the California Environmental Quality Act review process) occur within the limits of the affected watershed.
- Inclusion of watershed jurisdictions in public notices for general plan amendments and/or updates. Through this inter-jurisdictional participatory process, each Copermittee would have the opportunity to review and consider amendments and/or updates to general plans (or any specific elements) and/or zoning code in relation to the applicable Watershed Urban Runoff Management Program.
- Support, encouragement, and, where appropriate, participation in, community based and inter-agency environmental research, inventory, protection and monitoring projects such as watershed planning initiatives and private land stewardship.

- Distribution of Water Quality Technical Reports (as defined under the *Model Standard Urban Storm Water Mitigation Plan for San Diego County, Port of San Diego, and Cities in San Diego County*) for public review by all watershed jurisdictions. Through this inter-jurisdictional participatory process, each Copermittee is encouraged to review and consider development proposals in relation to the goals and objectives in the applicable Watershed Urban Runoff Management Program.
- Identification of potential sites suitable for watershed habitat restoration and water quality enhancement within jurisdictions through the water quality problem identification process in the Watershed Urban Runoff Management Program, and use of the potential site list as a tool for conditioning appropriate projects.
- Notification of all other affected jurisdictions within the affected watershed of any issued waiver of infeasibility (as defined under the SUSMP) concurrent with notification to the Regional Board.

e. Public Participation Process in Planning. Public participation during the Watershed Urban Runoff Management Program (WURMP) development and implementation process will be encouraged to ensure that stakeholder interests and creative solutions are considered. Copermittees will continue to pursue a strategy to actively encourage the participation and input of affected stakeholders. As such, the following mechanisms will be utilized.

- Copermittee collaboration,
- Integration and participation in local planning activities,
- Public workshops, conferences, and
- Websites, including "Project Clean Water."

Copermittees will also continue to pursue additional forums for public participation, as appropriate, in the future.

(1) *Copermittee Collaboration*. Responsible Copermittees will collaborate to develop and implement WURMPs in compliance with the requirements of permit Section J. Workgroups will be established to develop and implement each WURMP as follows. The annual meeting schedule proposed below is meant to accommodate the Copermittees and may be modified by the individual WURMP groups once additional stakeholders are involved.

- Santa Margarita WURMP Workgroup. The County of San Diego is the lead agency. Currently, the Copermittees propose that an annual meeting will be held every February.

- San Luis Rey WURMP Workgroup. The County of San Diego is the lead agency in collaboration with the cities of Escondido, Oceanside and Vista. Currently, the Copermittees propose that an annual meeting will be held every March.

- Carlsbad WURMP Workgroup. The City of Encinitas is the lead agency in collaboration with cities of Carlsbad, Escondido, Oceanside, San Marcos,

Solana Beach and Vista, and the County of San Diego. Currently, the Copermittees propose that an annual meeting will be held every April.

- San Dieguito River WURMP Workgroup. The City of San Diego is the lead agency in collaboration with cities of Del Mar, Escondido, Poway, and Solana Beach, and the County of San Diego. Currently, the Copermittees propose that an annual meeting will be held every May.

- Peñasquitos WURMP Workgroup. The City of San Diego is the lead agency in collaboration with cities of Del Mar and Poway, and the County of San Diego. Currently, the Copermittees propose that an annual meeting will be held every June.

- Mission Bay WURMP Workgroup. The City of San Diego is the lead agency. Currently, the Copermittees propose that an annual meeting will be held every July.

- San Diego River WURMP Workgroup. The City of San Diego is the lead agency in collaboration with cities of El Cajon, La Mesa, Poway, and Santee, and the County of San Diego. Currently, the Copermittees propose that an annual meeting will be held every September.

- San Diego Bay WURMP Workgroup. The San Diego Unified Port District is the lead agency in collaboration with the cities of Chula Vista, Coronado, Imperial Beach, La Mesa, Lemon Grove, National City, and San Diego, and the County of San Diego. Currently, the Copermittees propose that an annual meeting will be held every October.

- Tijuana River WURMP Workgroup. The City of Imperial Beach is the lead agency in collaboration with the cities of San Diego and the County of San Diego. Currently, the Copermittees propose that an annual meeting will be held every November.

Additional resources, decision-making authority and program development will be defined by the workgroups. These annual meetings will be open to the public and announcements will be distributed to encourage participation. Interested parties will be notified of meetings via email and the Project Clean Water website at www.projectcleanwater.org, and by other means on request. The lead agency will maintain extensive notification lists for each watershed, which will be updated following each meeting.

The lead agency of each workgroup will provide updates at the monthly Copermittee Management Meeting following the annual meeting. The Copermittee Management Meetings provide a regular forum for the presentation and discussion of issues related to WURMP development and implementation. Representatives of all twenty jurisdictions that share the permit and a variety of other stakeholders attend the Copermittee Management Meetings.

(2) *Integration and Participation in Local Planning Activities*. Watershed planning has become an issue of increasing importance over the past few years. Various local watershed-planning efforts provide forums for exploring both the development of

watershed and jurisdictional activities and programs. The relationship of these efforts to the WURMP development and implementation cannot be overstated since they address complementary objectives and all rely on public participation for success.

Watershed management planning is multi-faceted in that it considers the correlation of many integral elements, including water quality and quantity, habitat and wetlands, and flood and fire management. Water quality can be used as an indicator of the health of the watershed. The WURMP is another key element to the overall watershed management planning process.

Copermittees will participate in established workgroups and forums, including Costa-Machado Water Act of 2000 (Proposition 13) watershed planning and other water quality projects to ensure integration of WURMP activities. While these projects are not always directed specifically at Stormwater Permit compliance, they address complementary objectives and provide opportunities for consolidation of efforts and economies of scale. Existing watershed planning activities are listed in Table 1 below.

These activities and projects address objectives that are complimentary to stormwater Permit compliance, and provide a forum for the consideration of stormwater and urban runoff issues during watershed plan development. The Copermittees will continue to collaborate with stakeholders and to pursue funding for the development of watershed management plans. In addition, Copermittees will work with local community planning groups (where they exist) to integrate WURMP activities.

(3) *Public Workshops and Conferences*. Public workshops, conferences, and websites will also provide opportunities for public participation in watershed planning efforts. Copermittees will hold public workshops in each watershed to encourage participation. Refer to Section C.3, Education Strategy, and Section C.2.d, Watershed-based Land Use Planning Mechanism for details.

On the regional level, stakeholder needs and expectations will be assessed annually at the Clean Water Summit, which is part of the County of San Diego's "Project Clean Water" initiative. The annual Clean Water Summit will provide direction to Project Clean Water activities throughout the following year. Public participation is also encouraged through the Project Clean Water website (www.projectcleanwater.org).

Table 1. Description of Existing Watershed Activities In The San Diego Region

Watershed	Active Group	Focus	Stage of Plan Development
Santa Margarita	Santa Margarita River Water Quality Monitoring Group	1) Develop Watershed Mgmt Plan, 2) support regulatory permit monitoring requirements, and 3) provide data to all stakeholders.	Increased monitoring Proposition 13 Watershed Management Plan to be developed by March 30, 2005
San Luis Rey	San Luis Rey Watershed Council	1) To develop Watershed Mgmt strategy, and 2) to preserve water resources	Guideline completed
Carlsbad	1) Carlsbad Watershed Network 2) Wetlands Recovery Group	1) Habitat preservation, 2) to develop Watershed Mgmt Plan, and 3) recreational maintenance	Plan completed
San Dieguito	San Dieguito River Park Joint Powers Authority	1) Provide a continuous hiking, biking and horseback riding trail system from the ocean to the mountains, 2) reduce agricultural runoff, and 3) reduce siltation to river and lagoon	
Mission Bay	City of San Diego	Supplemental Environmental Projects	
Penasquitos	Monitoring	Area monitoring, habitat preservation	Proposition 13 Watershed Management Plan to be developed by March 30, 2005
San Diego River	1) San Diego River Watershed Workgroup 2) San Diego River Park Foundation 3) San Diego River Park Select Committee 4) City of San Diego Mayor's Coalition	1) Watershed planning 2) preserving water quality and quantity, and 3) increased citizen monitoring, Creation of a San Diego River Park	Proposition 13 Watershed Management Plan to be developed by March 30, 2005 Conceptual Plan to be developed in June 2002 by CalPoly
San Diego Bay (Pueblo, Sweetwater & Otay)	San Diego Bay Watershed Task Force Subcommittees: 1) Pueblo San Diego 2) Sweetwater/ Otay	To publish a Watershed Management Plan based on issues discovered in subcommittees.	Draft out completed by consultant Carey & Associates, currently revising Proposition 13 Watershed Management Plan to be developed by March 30, 2005 (Otay)
Tijuana	No formal group, however many groups meet to discuss cross-border issues.	1) Overflows & bypasses from International Sewage Treatment Plant, 2) flooding, 3) sediment filling of intertidal wetlands, 4) and groundwater use	As part of the National Estuary Reserve System, NOAA provides most of the funding. Additional funding is from EPA. Proposition 13 Watershed Management Plan to be developed by March 30, 2005

Project Clean Water provides a forum for stakeholders to work together to develop innovative solutions, collaborations, and new partnerships to successfully coordinate pollution control efforts within the watersheds in the San Diego region. In support of this objective, the Comprehensive Planning Technical Advisory Committee (TAC) of Project Clean Water established two technical workgroups to support and integrate watershed planning. One group, the Watershed URMP Technical Workgroup (also a recognized sub-committee of the Stormwater Copermittee Management Committee) is tasked with developing model WURMP guidance to be used by Copermittees for compliance with permit Section J. The other group, the Watershed Coordination Technical Workgroup highlights existing citizen and agency watershed group activities in an effort to share information resulting in successful watershed management plans in each watershed.

Project Clean Water represents an important means of soliciting stakeholder input during the development of specific watershed plans. All Project Clean Water meetings are open to the public. Public participation is also encouraged through the Project Clean Water website (www.projectcleanwater.org), as well as electronic notifications and personal phone calls. To date over 4,500 meeting hours have been expanded to promote coordination on water quality issues in the region.

Furthermore, the Project Clean Water website provides watershed-based information to facilitate data and information sharing. In addition to providing notification of meetings, workshops and other activities, the website provides valuable information on planning efforts, ongoing projects and studies, and links for each of the major watersheds in this region. Above all, the website promotes activities and coordination to encourage efforts to be mutually supportive and complimentary in each watershed.

3. WATERSHED EDUCATIONAL PROGRAM (Permit Section J.2.g)

a. Introduction. Public education is one of the most effective control measures to address non-point source pollution. Education programs seek to inform all residents about the impact of individual daily activities on the health of our watersheds and receiving waters. The Municipal Permit also recognizes the importance of education and requires Copermittees to develop and implement an education program, which includes a watershed-based component. The education program may be divided into two components further described below.

b. Current Educational Program (Baseline Education; November 2001-December 2005). The San Diego County Copermittees have on-going education and outreach activities that reach broad target audiences. These provide awareness of urban runoff and the resulting pollution of our waterways and corresponding basic key motivation messages to residents, businesses and industry.

Some examples of these baseline education efforts include: the Think Blue media campaign, which is a bilingual (English/Spanish) television and radio Public Service Announcement advertising campaign airing on 33 local broadcast outlets; Community Events; Regional Industry Workshops, where businesses with similar work activities are invited to a storm water workshop specifically addressing their work place practices; and, Municipal Education efforts such as City newsletters, bill inserts, Cable Access programs and the like.

Baseline Education efforts are continuous, and provide the broader motivating messages to the region. These efforts underlie, and are the basis for the Localized Education strategies developed for watersheds.

c. Watershed Educational Strategy (May 2002- Ongoing). Localized education will take the data collected from water quality analysis, public participation and input, and technical data and create specific messages to neighborhoods and communities to improve the watershed.

The goals of this program are to inform the public about general watershed concepts (e.g. what is a watershed?) and general BMP concepts, as well as describing how problems within the watershed are identified, and formulating the "vision" for the watershed.

The Watershed education strategy is a multi-stepped process that is driven by achievement of Watershed milestones as agreed to in the Watershed management collaborative process. Some of the Milestones may include: water quality data, completion of infrastructure upgrades, or restoration work.

The Localized Education process is as follows:

(1) *Phase I May – November 2002*

(a) Conduct assessment: do initial assessments of residents, business and industry in each jurisdiction of the watershed. This would not be an annual survey. Follow-up surveys would be done as watershed-planning milestones are achieved.

(b) Public participation Workshops - see Public Participation Component of the WURMP (in accordance with Permit Section J.2.f) elsewhere.

(c) Based on public input, make decisions about outreach and watershed master vision.

(d) Report back to participants- (by jurisdiction)

(2) *Phase II Now – _____, 2003 (annually in the Fall/Winter?)*

- Gather data and prepare final watershed specific Outreach strategy, by:

(a) Continue Baseline Messages while specific watershed data is gathered and we work on achieving data consistency.

(b) Start incorporating watershed concepts into Baseline Education (I.E. What is a watershed, what is storm water, what water bodies are you near…)

(3) *Phase III _____ to _____ 2003*

- Year Two and Beyond:

Tailor messages based upon data/information gathered and create a unified information piece, perhaps a watershed outreach map/brochure. For example the map would have the broad language of the Watershed's master vision to frame the local jurisdiction's tailored messages. Each jurisdiction's map segment highlights their targeted messages, as determined by water quality and technical information. Jurisdictions can highlight programs, services, and regular activities that address the watershed's critical needs.

d. Planned Community Educational Efforts

4. <u>RECOMMENDED SHORT - and LONG-TERM ACTIVITIES (Permit Section J.2.d)</u>

a. Mitigation Activities (discuss criteria used to determine the appropriate activities; link to water quality problems identified.)

Section to be completed by the Watershed URMP Workgroup

b. Short-term activities – with Time Schedule and responsible agency for implementation

Section to be completed by the Watershed URMP Workgroup

c. Long-term activities – with Time Schedule and responsible agency for implementation

Section to be completed by the Watershed URMP Workgroup

d. J.2.e. IDENTIFICATION OF COPERMITTEE(S) RESPONSIBLE FOR IMPLEMENTING EACH RECOMMENDED ACTIVITY

This task will be very dependent on the watershed and the activity. Some possible options might include:

- Each Copermittee be responsible for implementing selected watershed activities in their own jurisdiction.
- All watershed Copermittees share funding of watershed activities
- Fund activities through grants
- Combination of all of above

SECTION D: Program Effectiveness Assessment Strategy

TO BE COMPLETED LATER

SECTION E: Summary and Conclusions

Section to be completed by the Watershed URMP Workgroup

References

American Society of Civil Engineers and Water Environment Federation, 1998, *Urban Runoff Quality Management, WEF Manual of Practice No. 23, ASCE Manual and Report on Engineering Practice No. 87*.

Watershed Professionals Network, 1999. *Oregon Watershed Assessment Manual*, June 1999. Prepared for the Governor 's Watershed Enhancement Board, Salem, Oregon.

United States Environmental Protection Agency, 1993. *Handbook, Urban Runoff Pollution Prevention and Control Planning, EPA/625/R-93/004*.

Appendices