

**Jurisdictional Urban Runoff Management Plan  
Annual Report Fiscal Year 2011-12**

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### 9.0 PUBLIC PARTICIPATION COMPONENT

This section provides a brief overview of the County's efforts to ensure public participation in the development and implementation of its JURMP during FY 2011-12. Because all of these activities are described in greater detail within the other sections of this report to which they correspond, this section provides a more general overview of the County's efforts in their entirety.

#### 9.1 Hotlines

A key element of the County's public participation strategy is to provide easily accessible resources for obtaining water quality information and reporting complaints. Staff continued to operate the San Diego Regional Stormwater Hotline (1-888-846-0800 and 1-888-THINK-BLUE) during this reporting period. The hotline serves as a vehicle for complaint reporting and a source of water quality information for interested parties. Complaint calls received via the hotline were either assigned to field staff or referred to Copermittees or other agencies. During this reporting period, 252 calls were received through the Hotline. Seven calls were general inquiries or requests for information. The remaining calls were residential and business stormwater-related complaints. **Table 9.1** presents the number of calls that the Stormwater Hotline has received since FY 2001-02.

The County also funds operation of the 877-R-1-EARTH hotline, which provides residents with information on reuse, recycling, and disposal options for a variety of materials including used oil and household hazardous wastes. This hotline received 5,263 calls during this reporting period.

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**Table 9.1 – Multi-year Comparison of Hotline Calls (FY 2001-02 to Present)**

Hotline	Calls by Fiscal Year										
	2001 -02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Regional Stormwater Complaint Hotline	525	769	555	494	806	567	475	355	405	357	252
1-800-R-1-EARTH (Recycling and HHW)	4,934	4,239	5,050	5,607	5,491	6,841	11,628	8,513	4,622	4,576	5,263

**9.2 Websites**

Websites provide an additional way for the public to learn about water quality issues, to report complaints, and to get involved. The County maintained numerous website pages during the year that incorporate general and specific information about common issues, activities, and pollutants. Websites with particular relevance to watershed and water quality issues are listed in **Table 9.2**. Informational resources typically accessed on these sites include ordinances, brochures, guidance documents, and links to other sites.

The County also maintained the Project Clean Water Website ([www.projectcleanwater.org](http://www.projectcleanwater.org)), which provides a means for stakeholders to share data and information regarding local water quality management efforts. Extensive descriptions of this site have been provided in previous JURMP Annual Reports. Copermittee and Project Clean Water working bodies have individual pages on this site, and links and contact information are provided for other organizations and resources. Workgroup web pages make meeting notices, meeting summaries, and relevant work products available to participants and the public at large.

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**Table 9.2 – County Website Resources**

Description	Link
AWM Agricultural Water Quality Page	<a href="http://www.sdcountry.ca.gov/awm/ag_water.html">http://www.sdcountry.ca.gov/awm/ag_water.html</a>
County Green Business Program	<a href="http://www.sdgreenbiz.org">www.sdgreenbiz.org</a>
DEH Pollution Prevention Page	<a href="http://www.sdcountry.ca.gov/deh/hazmat/pollution_prevent.html">http://www.sdcountry.ca.gov/deh/hazmat/pollution_prevent.html</a>
DPLU Building Forms Page	<a href="http://sdcounty.ca.gov/dplu/bldgforms/index.html">http://sdcounty.ca.gov/dplu/bldgforms/index.html</a>
DPLU General Plan 2020	<a href="http://www.sdcountry.ca.gov/dplu/gpupdate/index.html">http://www.sdcountry.ca.gov/dplu/gpupdate/index.html</a>
DPR Multiple Species Conservation Program (MSCP) Outreach & Education	<a href="http://www.sdcountry.ca.gov/parks/ee.html">http://www.sdcountry.ca.gov/parks/ee.html</a>
DPW Rain Barrel Page	<a href="http://www.sdcountry.ca.gov/dpw/watersheds/residential/rain_barrel.html">http://www.sdcountry.ca.gov/dpw/watersheds/residential/rain_barrel.html</a>
DPW Recycling Program Page	<a href="http://www.sdcountry.ca.gov/dpw/recyclinghome.html">http://www.sdcountry.ca.gov/dpw/recyclinghome.html</a>
DPW Watershed Protection Page	<a href="http://www.sdcountry.ca.gov/dpw/watersheds.html">http://www.sdcountry.ca.gov/dpw/watersheds.html</a>
Multiple Species Conservation Program Home	<a href="http://www.sdcountry.ca.gov/dplu/mscp/index.html">http://www.sdcountry.ca.gov/dplu/mscp/index.html</a>
Project Clean Water	<a href="http://www.projectcleanwater.org">www.projectcleanwater.org</a>
Watershed Protection Ordinance (WPO), Stormwater Standards Manual, Permit, JURMP, LID Manual	<a href="http://www.sdcountry.ca.gov/dpw/watersheds/ordinance.html">http://www.sdcountry.ca.gov/dpw/watersheds/ordinance.html</a>

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**Table 9.3 – Mutli-year Comparison of Project Clean Water Website Activity (FY 2001-02 to Present)**

	Fiscal Year										
	2001 -02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
No. Hits	~26,000	44,906	50,127	57,327	65,777	93,638	47,547	80,967	111,488	67,871	35,299
Ave. Hits per Day	71.2	123.0	137.9	157.1	180.2	256.5	130.3	221.8	305.4	186	97

As shown in **Table 9.3**, Project Clean Water website visits (35,299) were below previous two years statistics, but still a substantial number was recorded in FY 2011-12. The website was completed and the website is easier to navigate. The updated website went live in August 2011.

### **9.3 Public meetings**

#### **9.3.1 Stormwater Copermittees**

In FY 2011-12, the County continued to chair and provide administrative and technical support for the Regional Stormwater Management Committee (Management Committee). The Management Committee coordinates Copermittee activities, develops and implements regional programs, and promotes consistency between programs. Management Committee meetings provide a forum for the discussion of shared program development and implementation responsibilities. County staff produces detailed summaries for each meeting and posts them on the Copermittee Web page at [http://www.projectcleanwater.org/index.php?option=com\\_content&view=article&id=78&Itemid=90](http://www.projectcleanwater.org/index.php?option=com_content&view=article&id=78&Itemid=90)

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### **9.3.2 Integrated Regional Water Management (IRWM) Planning**

The County continues to participate in the San Diego Integrated Regional Water Management (IRWM) planning effort as a member of the Regional Water Management Group (RWMG). During FY 2011-12, the Regional Advisory Committee (RAC) met four times to discuss the City of San Diego's climate mitigation and adaptation plan, local perspective on stormwater permitting and emerging issue and management approaches, watershed planning in the Los Peñasquitos lagoon, preparation for IRWM Plan update and redistribution of grant funds. In addition to facilitation of the RAC meetings, the RWMG brought on a consultant team to begin efforts on the IRWM Plan update including the facilitation of workgroup meeting to gather and inform the plan. During FY 2011-12 there were two Regulatory workgroup meetings, three Plan Priorities and Metrics workgroup meetings, three Governance and Financing workgroup meetings, and one meeting each for Land Use workgroup, Climate Change workgroup and Integrated Flood workgroup. Significant milestones for the IRWM Program was the completion of the Proposition 50 funded County of San Diego Chollas Creek Runoff Reduction and Groundwater Recharge project and the completion of the first ever 2007 IRWM Plan Report Card.

### **9.4 Direct Interaction**

County staff directly interacted with the public on a number of activities aimed at raising awareness and encouraging personal participation. Much of this interaction occurred as part of regular job duties such as permitting, inspections, community events and presentations. This provided an important avenue for obtaining direct feedback from residents and business representatives. Activities involving direct interaction with the public are discussed as applicable throughout the remainder of this report.