

Strategic Plan for Watershed Activity Implementation

City of San Diego
Storm Water Pollution Prevention Division

Overview:

The Strategic Plan for Watershed Activity Implementation (November 2007), or Strategic Plan, represents the Storm Water Pollution Prevention Division (Storm Water Division) strategy for identifying and implementing watershed activities within the City's jurisdictional boundaries over the next five¹ years.

The genesis for the Strategic Plan comes from the Storm Water Division's desire to maximize water quality protection efforts amid a complex framework of unique environmental challenges in each watershed, a multitude of pollutant sources, and a series of interrelated water quality regulations. Simply stated, there are many pollutant sources to address and an equally large list of potential activities from which to choose from. The Storm Water Division prepared the Strategic Plan to enable the City to identify the most effective activities to address the highest priority pollutant sources in the highest polluting areas, thereby maximizing City resources in protecting and improving water quality.

The Strategic Plan describes an activity selection (program planning) process that relies on the following concepts:

- Geographic prioritization to address the highest polluting areas
- Pollutant source prioritization to address the highest polluting sources
- Activity prioritization to maximize use of the most efficient practices (see attachment)
- Efficiency maximization through iterative project implementation and assessment
- Project type and location selection to determine which practices or a combination of practices will achieve the pollutant load reductions required by current and pending regulations (see below)

Purpose:

The purpose of the Strategic Plan is to develop a comprehensive watershed activity implementation strategy that addresses the following regulatory drivers:

- *2007 Municipal Storm Water Permit* – The Final Order (Order No. R9-2007-0001), dated January 24, 2007, requires each Copermittee to implement no less than two watershed water quality activities and two watershed education activities each year that results in a “significant pollutant load reduction, source abatement, or other quantifiable benefits to

¹ While the Strategic Plan identifies potential activities to implement over a five-year period, the Strategic Plan is a dynamic document that is designed to be updated and improved as the City gains knowledge regarding pollutant sources and the most effective water quality activities. Therefore, the list of activities in the Strategic Plan represents a “first cut” at the potential activities the City may implement to learn about each activity's effectiveness, and will evolve over time.

discharge or receiving water quality in relation to the watershed's high priority water quality issues.”

- *Near-Term (i.e., next five years) Total Maximum Daily Loads (TMDLs)* – The dissolved metals TMDL for the Chollas Creek Watershed and the bacteria TMDL for beaches and bays downstream of Chollas Creek and areas north are expected to be adopted by the State in 2008. These TMDLs will require additional watershed activities beyond the 2007 Municipal Storm Water Permit requirements to meet the necessary pollutant load reduction standards.
- *Area of Special Biological Significance (ASBS) in La Jolla Shores* – The draft ASBS regulations indicate that pollutant load reductions are required in order to meet the criteria of the Ocean Plan or “natural” conditions. The City and its partners will, therefore, need to better define the sources of pollutants of concern and their impact on the marine ecology, and implement activities that reduce those impacts to acceptable levels as defined in the Ocean Plan.

Next Steps

Using the Strategic Plan as a guide, the Storm Water Division has identified a series of watershed activities to implement in each of the City's six watersheds (San Dieguito River, Los Peñasquitos, Mission Bay & La Jolla, San Diego River, San Diego Bay, and Tijuana River). The activity list for each watershed is included in the City's six Watershed Urban Runoff Management Plans, or WURMPs. The draft Mission Bay & La Jolla WURMP and the City-wide draft list of watershed activities may be viewed at <http://www.sandiego.gov/thinkblue/contact/urmp.shtml>. While some activities, such as targeted inspections of commercial and industrial business sectors, have already begun implementation, others are in various stages of planning and development. The objectives for all of these projects are twofold: first, to achieve pollutant load reductions; and, second, to serve as pilot projects to evaluate and maximize the efficiency of each activity. The City will be discussing these projects, along with any additional projects that may be identified in the future, with interested stakeholders.