

Draft

Regional Urban Runoff Management Plan

The County of San Diego is leading the development of the Regional Urban Runoff Management Plan with input from other jurisdictions, and a draft is presented here. The following draft provides information, in particular, on the proposed regional education and outreach component of the plan that the City of San Diego will assist in implementing with other jurisdictions in San Diego County over the next five years. The dollar figures represent the City of San Diego's estimated share in implementing the education and outreach component of the plan. The final version of the plan will be submitted to the San Diego Regional Water Quality Control Board pursuant to requirements in the 2007 Municipal Permit (Order No. R9-2007-0001).

**Regional Urban Runoff Management Plan
DRAFT**

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Attachments

- Attachment 1.0: Updated Copermittee MOU
- Attachment 2.0: Regional Residential Education Program
- Attachment 3.0: Watershed Management Strategy [check with Todd]
- Attachment 4.0: Interim Criteria for Projects Disturbing 50 Acres or More
- Attachment 5.0: Updated Model SUSMP
- Attachment 6.0: Strategy for Collaboratively Addressing the Regulation of Mobile Businesses
- Attachment 7.0: Regional Effectiveness Assessment Standards

EXECUTIVE SUMMARY

This document provides a proposed organization and general description of the **Regional Urban Runoff Management Plan (RURMP)** to be collaboratively developed and conducted by the Copermittees in accordance with sections F, G, I.3-4, and J.1.c of NPDES Order No. R9-2007-0001 (Permit). The RURMP is due to the RWQCB on or before January [March] 24, 2008. Some modifications to this standardized format may occur prior to final completion and submittal of the RURMP. The Copermittees will consult with RWQCB staff prior to adopting any substantive revisions to that proposed below.

SIGNED RURMP CERTIFICATION

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated the information submitted. Based on my inquiry of the person or persons who were directly responsible for gathering the information, it is to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

This document was reviewed and approved by the Copermittees of Order No. R9-2007-0001 NPDES NO. CAS0108758 on _____, _____.

CHANDRA L. WALLAR
Deputy Chief Administrative Officer, County of San Diego
Land Use and Environment Group

SIGNED RURMP CERTIFICATION

I certify under penalty of law that the Regional Urban Runoff Management Plan was prepared by the County of San Diego (as the Lead) with my assistance, in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for knowingly submitting false information, including the possibility of fine and imprisonment for knowing violations.

ANDREW KLEIS
Acting Deputy Director
Storm Water Pollution Prevention Division
General Services Department
City of San Diego

Date

1. INTRODUCTION

1.1. Background

This section will provide any background information that the Copermittees determine is relevant to the development or implementation of the RURMP.

1.2. Purpose and Objectives

This section will establish the purpose and objectives of the RURMP document

2. REGIONAL MANAGEMENT STRUCTURE

2.1. Copermittee Memorandum of Understanding

This section will reference (as Attachment 1.0) and provide a brief description of an updated Copermittee MOU in accordance with Permit section L.1.

2.2. Working Bodies, Roles, and Responsibilities

This section will provide an overview and description of the working bodies that comprise the Copermittees' regional management structure, and will identify the individual and joint roles and responsibilities of individual Copermittees within that structure.

3. REGIONAL ACTIVITIES AND PROGRAMS

This section will describe urban runoff management activities to be conducted or implemented on a regional level. For regional activities which are to be implemented in compliance with any jurisdictional requirements of Permit section D or watershed requirements of section E, it will describe how the regional activities achieve compliance with the subject jurisdictional and/or watershed requirements.

3.1. Background

This section will provide any background information that the Copermittees determine is relevant to the development or implementation of regional activities and programs.

3.2. Regional Priority Constituents, Sources, and Practices

This section will identify priority constituents, sources, and practices to be addressed through collaborative regional programs and activities, and will describe a process by which they will be periodically reviewed and updated as necessary.

3.3. Regional Planning and Coordination

This section will describe how the Copermittees will develop and implement urban runoff management activities on a regional level in accordance with Permit sections F and J.1.c.(1)(a), L, M, and N.

3.4. Regional Residential Education Program

This section will provide a description of the Copermittees' strategy for developing and implementing a regional residential education program required by Permit sections D.3.c(5), F.1, and J.1.c.(1)(c). A regional residential education program will be included as RURMP Attachment 2.0.

City of San Diego Proposed Regional Outreach & Education

Proposed Annual Regional Outreach Budget (Not to Exceed)		\$100,000	\$150,000	\$150,000	\$200,000	\$250,000
		Implementation Schedule				
Task	Methods of Outreach (Activities)	Fiscal Year 2008	Fiscal Year 2009	Fiscal Year 2010	Fiscal Year 2011	Fiscal Year 2012
1	Branding / Awareness	P, D	I, O, A	O, A	O, A	O, A
2	Regional Website	P	P, D, I	O, A	O, A	O, A
3	Regional Hotline	P	P, D	I	O	O
4	Mass Media (Air Time & PSA Development*)	P, I	P, D*, I	O, A	P, D*, O, A	O, A
5	Regional Outreach (Message & Materials Development)	P, D	P, D, I	I, O, A	O, A	O, A
6	Public Relations	P	P, O	P, O, A	P, O, A	P, O, A
7	Materials Development & Distribution	P	D, I	O, A	O, A	O, A
8	Market Research & Assessment Tools (Countywide Survey, CBSM Pilot, etc.)	P, I	D, I	O, A	O, A	O, A
9	Partnerships / Regional Event(s)	P, I, A	P, I, A	P, I, A	P, I, A	P, I, A

Planning (P) *Development (D)*
Implementation (I) *Ongoing (O)*
Assessment (A)

* Development of Public Service Announcements are planned for every other year

3.5. Regional Hotlines and Websites

This section will describe the hotlines and websites to be used as regional reporting and information resources by the Copermittees as required by Permit section D.4.h and J1.a(3)(g)vii and ix.

3.6. Regional Receiving Waters Monitoring Program

This section will provide a brief summary of the Updated Copermittees' Regional Receiving Waters Monitoring Program required pursuant to Receiving Waters and Urban Runoff Monitoring Program No. R9-2007-0001, section III.A.1. The Updated Regional Receiving Waters Monitoring Program, which is due to the RWQCB on or before September 1, 2007, will not be included as part of this submittal.

3.7. Placeholder for Other Regional Activities and Programs [Note: may be multiple sections]

This section may be used by Copermittees to describe any additional activities or programs conducted at the regional level.

4. WATERSHED-BASED ACTIVITIES AND PROGRAMS

4.1. Background

This section will provide any background information that the Copermittees determine is relevant to the regional coordination of watershed activities and programs.

4.2. Watershed Planning and Coordination

This section will describe how the Copermittees will develop and implement urban runoff management activities at the watershed level in accordance with Permit sections E and J.1.b, L, M, and N.

4.3. Watershed Strategy

This section will describe or summarize the regional model strategy used to guide Watershed Copermittees in selecting, implementing, and assessing activities that abate the sources and reduce the discharge of pollutants causing the high priority water quality problems within individual Watershed Management Areas (WMAs; Permit sections E.2.e and J.1.b(4)(g)). The regional model strategy will either be summarized in this section or included as an Attachment 3.0 to the RURMP.

4.4. TMDL Management and Implementation (Optional)

This section may be used to present a regional strategy for facilitating TMDL management and implementation, as determined necessary by the Copermittees (Permit sections F.3, H, and J.1.b(4)(n)).

4.5. Placeholder for Other Activities and Programs [Note: may be multiple sections]

This section may be used by Copermittees to describe any additional activities or programs conducted at the watershed level.

5. JURISDICTIONALLY-BASED ACTIVITIES AND PROGRAMS

5.1. Background

This section will provide any background information that the Copermittees determine is relevant to the regional coordination of jurisdictional activities and programs.

5.2. Jurisdictional Planning and Coordination

This section will describe the Copermittees' process for planning and coordinating activities relevant to the regional coordination of jurisdictional activities and programs.

5.3. Standardized Fiscal Analysis Method

This section will describe or reference the Copermittees' strategy for developing the standardized fiscal analysis method required by Permit section G. The standardized fiscal analysis method will be included as an Attachment to the January 2009 RURMP Annual Report.

5.4. Hydromodification Management Plan (HMP) Development

This section will provide a description of the Copermittees' strategy for developing a Hydromodification Management Plan as required by Permit section D.1.g. The Hydromodification Management Plan, which is due to the RWQCB on or before January 24, 2009, will not be included as part of this submittal. However, the Interim Criteria for Projects Disturbing 50 Acres or More will either be described here or included as an Attachment 4.0 to the RURMP.

5.5. Standard Urban Stormwater Mitigation Plan (SUSMP) Updates

This section will provide a description of the Copermittees' strategy for updating the Model SUSMP to incorporate LID and other BMP requirements as required by Permit section D.1.d(8). The Updated Model SUSMP, which is due to the RWQCB on or before July 24, 2008, will not be included as part of this submittal. [Attachment 5.0]

5.6. Collaborative Approaches to Regulation of Mobile Businesses

This section will provide a description of the Copermittees' strategy for collaboratively addressing the regulation of mobile businesses in accordance with Permit section D.3.b.(4)(b). It will also describe how collaborative regional activities will be developed to complement jurisdictional programs. [Attachment 6.0]

5.7. Placeholder for Other Activities and Programs [Note: may be multiple sections]

This section may be used by Copermittees to describe any additional activities or programs conducted at the jurisdictional level.

6. REGIONAL EFFECTIVENESS ASSESSMENT [Attachment 7.0]

6.1. Assessment of Regional Urban Runoff Management Program (URMP)

This section will provide a detailed description of the effectiveness assessment to be conducted for the Regional Urban Runoff Management Program, including how each of the requirements in Permit section I.3 will be met. It will describe how the Copermittees will utilize outcome levels 1-6 as applicable and feasible to assess the effectiveness of each individual or type of regional activity or BMP, and the Regional Urban Runoff Management Program as a whole.

6.1.1. Implementation Assessment

This section will describe how the Copermittees will utilize Implementation Assessment methods (Outcome Levels 1 through 4) in conducting annual assessments of the Regional Urban Runoff Management Program. This will include the identification of measurable targeted outcomes, assessment measures, and assessment methods to be used in assessing each individual or type of regional activity or BMP, and the Regional Urban Runoff Management Program as a whole.

6.1.2. Water Quality Assessment

This section will describe how the Copermittees will utilize Water Quality Assessment methods (Outcome Levels 5 and 6) in the evaluation of each individual or type of regional activity or BMP, and the Regional Urban Runoff Management Program as a whole.

6.1.3. Integrated Assessment

This section will describe how the Copermittees will utilize Integrated Assessment methods in the evaluation of the Regional Urban Runoff Management Program. This will include a description of how the Copermittees will utilize monitoring data and analysis from the Receiving Waters Monitoring Program to assess as applicable and feasible the effectiveness each individual or type of regional activity or BMP, and the Regional Urban Runoff Management Program as a whole.

6.2. Regional Standards for Jurisdictional and Watershed Reporting, Assessment, and Data Management

This section will describe the steps that the Copermittees will take to facilitate assessment of the effectiveness of jurisdictional, watershed, and regional programs (Permit sections F.3 and J.1.c(1)(b)). As determined applicable and feasible by the Copermittees, this will include a description of regional reporting, assessment, and data management standards to be utilized by Copermittees in implementing and assessing jurisdictional and watershed programs, activities, and BMPs. For each significant BMP,

activity, or program element for which regional assessment standards are established, the Copermittees will also provide a consolidated discussion and rationale of the applicability and feasibility of the use of Level 1 through 6 outcomes in conducting assessments. Individual JURMPs and WURMPs may reference this discussion to satisfy in whole or part the requirements of Permit sections I.1.a(1), I.2.a(1), J.1.a(l), and J.1.b.(4)(o). In such cases, individual Copermittees or WURMP working groups will be responsible to satisfy these requirements separately for any significant BMP, activity, or program element not addressed regionally.

6.3. Review and Modification of Effectiveness Assessment Methods

This section will describe how the Copermittees will evaluate whether their jurisdictional, watershed, and regional effectiveness assessments are meeting the following objectives (Permit sections I.3.a(6), I.3.b-c and J.1.c(1)(e)):

- Assessment of watershed health and identification of water quality issues and concerns.
- Evaluation of the degree to which existing source management priorities are properly targeted to, and effective in addressing, water quality issues and concerns.
- Evaluation of the need to address additional pollutant sources not already included in Copermittee programs.
- Assessment of progress in implementing Copermittee programs and activities.
- Assessment of the effectiveness of Copermittee activities in addressing priority constituents and sources.
- Assessment of changes in discharge and receiving water quality.
- Assessment of the relationship of program implementation to changes in pollutant loading, discharge quality, and receiving water quality.
- Identification of changes necessary to improve Copermittee programs, activities, and effectiveness assessment methods and strategies.

This section will also describe how, based on the results of the Copermittees' evaluation, effectiveness assessment methods will be modified to improve the Copermittees' ability to accurately assess the effectiveness of their urban runoff management programs (Permit section I.3.c).

7. INTEGRATION OF REGIONAL, WATERSHED, AND JURISDICTIONAL ACTIVITIES AND PROGRAMS

This section will describe the Copermittees' general strategy for integrating the management, implementation, and reporting of jurisdictional, watershed, and regional activities. Per Permit section J.5, it may also describe an Integrated Annual Report Format, or a schedule or process for developing this Format in the future.

8. PROGRAM REVIEW AND MODIFICATION

This section will also describe how, based on the results of effectiveness assessments or other sources of information, the Copermittees will annually review their regional activities and other aspects of the Regional Urban Runoff Management Program to identify modifications and improvements needed to maximize program effectiveness (Permit section J.3.b). Plans and schedules developed to address the identified modifications and improvements will be submitted separately.

9. CONCLUSIONS AND RECOMMENDATIONS

This section will describe any key conclusions and recommendations derived as a result of developing the Copermittees' RURMP.