

EXECUTIVE OFFICE SUMMARY REPORT
March 15, 2017

ITEM No:	9
SUBJECT:	Information Item: Update on public education and outreach efforts of the Municipal Storm Water Copermittees under Order No. R9-2013-0001 (as amended), NPDES No. CAS010266, <i>National Pollutant Discharge Elimination System (NPDES) Permit and Waste Discharge Requirements for Discharges from the Municipal Separate Storm Sewer Systems (MS4s) Draining the Watersheds within the San Diego Region (Regional MS4 Permit) (Laurie Walsh)</i>
PURPOSE:	This is an information item to update the San Diego Water Board on actions taken or planned by Municipal Storm Water Copermittees ¹ throughout the San Diego Region towards aligning public education and outreach efforts to support implementation of watershed-based Water Quality Improvement Plans (also referred to herein as Plans) required under the Regional MS4 Permit. The watershed management areas addressed by the Plans are shown in Supporting Document No. 1 .
RECOMMENDATION:	There is no recommendation as this is an information item and the Board will not take an action.
ISSUE:	An informed and knowledgeable public community is essential for the success of the Water Quality Improvement Plans in achieving measureable reductions in MS4 pollutant discharges and improvements in receiving water quality.
PRACTICAL VISION:	Some of the biggest water quality problems come from pollutants generated from everyday community activities. Public awareness of water management issues and their complexities can encourage changes in people's behaviors to improve and protect water quality. Consistent with the values expressed in the <i>Proactive Public Outreach and</i>

¹ Municipal Storm Water Copermittees refers to municipal, county government, and special district storm water entities in San Diego County, Orange County and Riverside County that are enrolled as MS4 dischargers under the San Diego Water Board's Regional MS4 Permit.

Communication chapter of the Practical Vision, the Regional MS4 Permit integrates public education and participation measures into both the development and adaptive management of the watershed-based Water Quality Improvement Plans as the Copermittees work to achieve measurable water quality outcomes.

DISCUSSION:

This item provides an opportunity for the Municipal Storm Water Copermittees to present information and provide perspective on the various efforts that are underway to implement effective Public Education and Participation Programs (also referred to herein as Program(s)). The Regional MS4 Permit requires each Copermittee to implement a Program designed to reduce or eliminate behaviors and practices that cause or contribute to adverse storm water impacts and encourage the public to participate in stewardship activities. The Program must also be designed to educate target audiences about storm water issues and provide specific actions they can follow to minimize the problems.

Under the terms of the Regional MS4 Permit the Copermittees implement both watershed-based and jurisdictional storm water programs which include conducting inventories of pollutant generating sources, inspections, enforcement to require compliance and water quality monitoring. The Copermittees are required to use this information in directing the Public Education and Participation Programs toward addressing the highest priority water quality conditions and water quality improvement goals identified in the Water Quality Improvement Plans. In these Plans, the Copermittees describe numeric goals related to the highest priorities, and strategies to achieve the goals within specified schedules. The Copermittees also implement an integrated monitoring and assessment program to determine progress, adapting strategies and measures in the Plans as necessary.

Implementation of effective Public Education and Participation Programs can assist in developing greater public support for the Water Quality Improvement Plans as well as understanding of why the Plans are important in reducing storm water pollution of local waterbodies. Effective Programs can also lead to greater compliance with

Regional MS4 Permit requirements² as the public becomes aware of the personal responsibilities expected of them and others in the community, including the individual actions they can take to protect or improve the quality of waterbodies.

It's approaching 4 years since the San Diego Water Board adopted the Regional MS4 Permit in May 2013, establishing a framework for regulation of the Municipal Storm Water Copermittees under a single MS4 permit and initially covering only the San Diego County Copermittees. The Water Quality Improvement Plans for the eight watersheds in San Diego County were accepted as complete by the San Diego Water Board in 2016. The San Diego County Copermittees should now be in a position to provide an update at today's meeting on *current* efforts underway to adapt their Public Education and Participation Programs to address the goals and strategies in the Water Quality Improvement Plans.

Coverage of the Orange County and Riverside County Copermittees under the Regional MS4 Permit occurred in February and November 2015, respectively. The Water Quality Improvement Plans for the South Orange County watershed and Santa Margarita River watershed are still under development by these Copermittees and scheduled for completion in 2018. The Orange and Riverside County Copermittees should now be in a position to provide an update at today's meeting on *future* plans for adapting their Public Education and Participation Programs once the San Diego Water Board accepts their Water Quality Improvement Plans as complete.

LEGAL CONCERNS:

None

SUPPORTING DOCUMENTS:

1. Watershed Management Area Location Map

PUBLIC NOTICE:

The agenda notice for today's meeting was posted on the San Diego Water Board's website and sent to subscribers of the email list for Board meetings. In addition, the San Diego County, Orange County and Riverside County Municipal Copermittees were notified of the scheduled information item in an email sent January 26, 2017.

² The Regional MS4 Permit includes requirements that the Copermittees effectively prohibit non-storm water discharges to the MS4, and reduce pollutants in storm water discharges from the MS4 to the Maximum Extent Practical, to attain compliance with water quality standards in surface waters that receive storm water and non-storm water discharges.