



project clean water

Clean Water Strategic Plan

"clean water through local commitment and action"

June 30, 2001

Clean water can only be achieved through the dedication, commitment, and collective effort of the people who live and work in the San Diego region.

Hundreds of stakeholders in the community have worked hard to develop this Clean Water Strategic Plan. It is intended to be a living document.

This collective vision represents a new era in local water quality management.

Executive Summary

Clean water is essential for every aspect of life. In addition to sustaining our local water resources it ensures economic growth and prosperity. Population growth has impacted water quality and placed increasing pressure on supplies. Controlling pollution is critical to preserving our aquatic resources and the economic viability of this region.

We all have a stake in improving the quality of water in our beaches, bays, lagoons, lakes, rivers, and streams. To this end, the County of San Diego Board of Supervisors initiated Project Clean Water in July 2000 to develop a framework to guide solutions to shared water quality issues and concerns.

Since the October 18, 2000 Clean Water Conference, hundreds of stakeholders in the community have been actively working to develop this Clean Water Strategic Plan. Stakeholders from different disciplines have offered their thoughts and ideas on how we can better work together to achieve clean water. This collective vision represents a new era in local water quality management. The development of this Strategic Plan is our first success. It is intended to be a living document that will evolve to reflect the needs and expectations of local stakeholders.

Our vision, "*clean water through local commitment and action*", underscores the basic principal that clean water can only be achieved through the dedication, commitment, and hard work of the people who live and work in the San Diego region. Project Clean Water provides an opportunity to work together that can lead to innovative solutions, collaborations, and new partnerships.

The primary focus of Phase I was to assess our current situation and identify the direction to pursue through a stakeholder-driven process. Three needs consistently emerged: (1) more efficient coordination of efforts, (2) a mechanism to improve data and information sharing, and (3) adequate funding to implement effective programs and activities. Based on this, priorities for action have been established. Resources and partnerships will be pursued to accomplish these priorities. At the conclusion of Phase I, we established the following three core goals.

- Strengthen coordination to improve the effectiveness of local water quality activities
- Assimilate science and technology into management practices
- Support efforts to assure water quality and compliance with laws and regulations

Project Clean Water is an investment in San Diego's future. It is about local commitment; it is not a required regulatory program. It's about taking a much more comprehensive approach to water quality management. Project Clean Water supports mandated efforts by providing increased commitment to water quality, but ultimately recognizes that clean water cannot be achieved through regulatory requirements alone.

Please join us as we continue to work toward clean water. Visit the Project Clean Water website at www.co.san-diego.ca.us for details.



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CLEAN WATER STRATEGIC PLAN

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Section I. Clean Water: A Regional Challenge

Water is essential for life. We are surrounded by water that we use and enjoy. The San Diego area contains 13 principal river systems, thousands of creeks and watercourses, hundreds of natural and manmade water bodies, shallow groundwater storage sites and deep groundwater aquifers. The Pacific Ocean, which borders our entire western coastline, is the largest body of water on Earth. In addition to these natural water resources, we import more than 580,000 acre-feet of drinking water each year from areas outside our region. Every day we use and enjoy all of these water resources without giving much thought to how they're integrated into our daily lives. Some examples include the following:

- for recreational enjoyment,
- as wildlife and habitat environmental support,
- as a drinking water source,
- for industrial, agricultural, military, and commercial uses, and
- as a tourist attraction.

We also often fail to recognize the many issues and challenges that we face in ensuring the continued quality and health of these resources. Water quality is an issue that affects every one of us. As water quality decreases, water resources become unusable, and in some cases, even harmful. It's crucial that we maintain clean water throughout the region, no matter where it's found or where it originates. Not only does the water that flows into our household plumbing need to be clean; a high level of water quality must be maintained in our creeks, rivers, streams, lakes, bays, estuaries, and the ocean.

A. Local Commitment

In recent years, recognition has grown that clean water is both environmentally and economically important for San Diego. Perhaps most importantly, a regional consensus is emerging that to get the job done, clean water must be everyone's responsibility. The good news is that local commitment throughout the region has spawned many effective collaborations. Although fragmented, local commitment for clean water is excellent and efforts have already been initiated to work toward enhancing and preserving water quality. Some examples include the following:

- **Education and outreach programs to heighten awareness.** Local agencies, districts and municipalities, schools, and community groups conduct education and outreach programs to heighten awareness on how each one of us affects water quality. Agencies and municipalities have also changed how they operate in order to increase their contributions toward water quality improvement.
- **Studies and research projects to better understand water quality.** Our schools and universities conduct pioneering studies and research projects and programs to better understand water resources and water quality, and to broaden our perspectives on what we can do to improve and preserve them.

- **Reduction of impacts on water quality by businesses.** Businesses throughout the region are changing their operating policies and implementing Best Management Practices (BMPs) to reduce their impact on water quality.
- **Increased grassroots activism spurred by advocacy.** Local advocacy groups and non-profit groups are addressing a wide range of environmental issues and have initiated actions to educate the public and increase grassroots activism.
- **Changes by residents in how we work and play.** Residents throughout the region are changing how they work and play to help maintain a clean water supply.

In spite of our many successes to date, these efforts are not entirely sufficient. To achieve and sustain clean water throughout the region, partnerships must be nurtured. In the near term, we must work together to implement mandated regulatory programs to lessen the impact of urban runoff on our water resources. Measures that are likely to be helpful and feasible, at a reasonable cost, cannot be further deferred. In the longer run, we must focus our efforts regionally, and become more science-based and visionary. We must do more to identify the sources of water contaminants and keep them out of our water. We must be prepared to seek out and abate sources of water pollution, and to take enforcement action as necessary. We must be more creative about finding ways to fund these efforts — this is not a job that we're likely to accomplish with current financial resources. But we must be prepared to do whatever is needed.

Project Clean Water is the first important step toward defining these needs and establishing the commitment necessary to develop and implement effective solutions. Although a great deal of local commitment already exists, we must strengthen partnerships. Since we started last year, nearly 300 people representing 78 various agencies and organizations have come to the table. Participants include representatives of the following:

- The County of San Diego
- The 18 incorporated cities in the region,
- The San Diego Unified Port District
- The California Department of Transportation
- The San Diego Regional Water Quality Control Board
- The San Diego Association of Governments
- The County Water Authority
- Academic institutions
- Industry groups
- The United States military
- Consultants
- Local environmental groups
- Professional associations
- Non-profit groups
- Environmental attorneys
- Community members, and
- Other federal, state and local agencies

Project Clean Water is an opportunity to work together to find innovative solutions to shared water pollution problems. These new partnerships will provide opportunities for people to make a difference.

B. Project Summary

Project Clean Water is a stakeholder-driven approach to developing and implementing consensus strategies for protecting our environment and economy while meeting regulatory requirements. In general, it consists of three types of activity, (1) policy level planning, (2) technical guidance and support, and (3) legal review. Stakeholders, experts, and consultants have been involved to provide expertise and input, and to explore and resolve complex issues, as needed at all levels. A Policy Advisory Committee (PAC) of elected officials addresses policy level planning.

To ensure that the necessary expertise is brought to bear on all issues, two levels of technical input were established. Technical Advisory Committees (TACs) provide general guidance on planning and technical issues. Focused Technical Workgroups have also been established to conduct detailed assessments of specific program issues, and to develop recommended management programs to address them.

Project Clean Water consists of two primary phases:

- Phase I: Strategic Planning and Assessment
- Phase II: Program Development and Implementation Planning

Phase I: Strategic Planning and Assessment. Phase I was completed on June 29, 2001. The purpose was to provide a snapshot of our current situation and to develop this Strategic Plan. Building on the results of the October 2000 Clean Water Conference, this phase was aimed at collecting and assessing the data and information necessary to initially characterize existing resources, needs, and expectations. The Strategic Planning component of this phase also identified potential logistical and institutional strategies that might be pursued throughout the remainder of the project. This Strategic Plan will guide the implementation of the project into the future.

Four Technical Advisory Committees (TACs) were established during Phase I to provide guidance within specific topic areas throughout the project.

- Comprehensive Planning,
- Legislative and Regulatory Issues,
- Science and Technology, and
- Education and Resource Development

These TACs were responsible for inventorying existing activities for their respective subject areas, and conducting initial assessments to characterize the major issues associated with each. The TACs also established two Steering Committees, one to write this Strategic Plan and one for resource development. The Resource Development Steering Committee began identifying the parties responsible for, or affected by, water quality impacts, and their long-term management expectations. These assessments collectively form the basis of the remainder of this Strategic Plan.

While much of the Phase I work focused on identifying the longer term water quality issues and concerns that need to be addressed for the region, a great deal of work also dedicated to the development of model programs and tools to enhance compliance with existing regulatory requirements. To this end, ten Technical Workgroups were established to assist local municipalities in furthering their compliance with the new Municipal Stormwater Permit.

- Model Land Development Activities Workgroup
- Model Construction Activities Workgroup
- Model Existing Residential Activities Workgroup
- Model Municipal Facilities and Activities Workgroup
- Model Commercial / Industrial Activities Workgroup
- Model Illicit Discharge Elimination Workgroup
- Model Outreach Workgroup
- Watershed Program Guidance Workgroup
- Monitoring Workgroup
- Data and Information Management Workgroup

A Legal Review Committee was also established during Phase I to develop Model Ordinances and review legal issues to support this work as well as the overall objectives of the four TACs.

Phase II: Program Development and Implementation Planning. Phase II will utilize the framework and stakeholder commitment established in Phase I to conduct more intensive problem and issues characterization, and to begin implementing the Strategic Plan. In addition to providing recommended activities and programs at the regional, watershed, and jurisdictional levels, we will identify the human and financial resources currently and potentially available to support their development and implementation.

Section II. Strategy for Success

The first phase of Project Clean Water has shown what we can do now to improve our situation. Consequently we have established priorities for action. Resources and partnerships will be pursued to implement our strategy.

A. Vision

Clean water through local commitment and action

B. Mission

To develop and implement a regional strategy that meets the needs and desires of stakeholders, and that considers and integrates the many complex issues bearing on water quality

C. Goals, Objectives and Action Items

As a result of Phase I, we identified the following goals, objectives and action items to fulfill our mission.

Goal 1. Strengthen Coordination to Improve the Effectiveness of Local Water Quality Activities

Objective 1. Strengthen and expand partnerships

- ✓ Increase participation in Project Clean Water to reflect diverse interest areas
- ✓ Conduct outreach to encourage participation in Project Clean Water
- ✓ Meet with Policy Advisory Committee members to gain input and support by October 2001

Objective 2. Support water quality planning efforts

- ✓ Develop a regional Clean Water Action Plan
- ✓ Support and participate in ongoing and future watershed management planning efforts
- ✓ Support and integrate local planning efforts
- ✓ Provide general guidance on planning and legal issues

Objective 3. Establish a forum to explore priority issues and resources

- ✓ Conduct a detailed assessment of stakeholder needs and expectations
- ✓ Develop an annual agenda of recommended priority actions
- ✓ Conduct a study of potential funding sources and alternatives by June 2002
- ✓ Encourage technical experts to work together on priority issues

Goal 2. Assimilate Science and Technology into Management Practices

Objective 1: Facilitate data and information sharing between stakeholders at all levels (regional, watershed and local)

- ✓ Expand the existing Project Clean Water website (www.co.san-diego.ca.us) to provide an organized repository of local water quality efforts
- ✓ Display Project Clean Water and other selected work products on the website
- ✓ Conduct outreach to promote the website as a centralized source of water quality information
- ✓ Seek information and create links to other sites for easy access
- ✓ Promote local education and outreach opportunities
- ✓ Provide grant notices and other funding information on the website and promote collaboration for competitive submittals
- ✓ Continue to operate the Regional Stormwater Hotline (888-844-6525) as a source of water quality information for the public

Objective 2: Provide technical guidance on water quality issues

- ✓ Conduct more detailed assessments of priority planning, science and technology, education and legal issues by January 2002
- ✓ Assess the impact of priority sources of water pollution, starting with aerial deposition of pollutants
- ✓ Develop an integrated water quality management approach defined by the physical systems associated with watersheds, airsheds and land forms
- ✓ Provide guidance on priority scientific and technical issues
- ✓ Provide recommended standards for data analysis and reporting as necessary to further integration of results
- ✓ Establish a regional forum for disseminating Best Management Practice information and performance data
- ✓ Support the development of rapid detection methods for bacterial contamination in coastal waters
- ✓ Investigate alternative approaches to recreational water monitoring that better integrate state-of-the-art scientific and technological tools and methodologies into management decision-making

Objective 3: Establish a baseline of existing conditions

- ✓ Characterize existing receiving water quality
- ✓ Establish a baseline of general awareness to measure the progress of outreach efforts
- ✓ Establish a baseline of potential health impacts to beach visitors

Goal 3. Support Efforts to Assure Water Quality and Compliance with Laws and Regulations**Objective 1: Create model approaches and solutions to facilitate implementation of the new Municipal Stormwater Permit and promote regional consistency**

- ✓ Complete model program guidances by December 2001
- ✓ Complete a model watershed program guidance by May 2002
- ✓ Develop clear, fair, effective and enforceable model ordinances by December 2001

Objective 2: Identify opportunities to go beyond compliance

- ✓ Develop a compliance incentive program for local businesses
- ✓ Identify opportunities for legislative changes to support water quality protection
- ✓ Identify successful activities and programs, and encourage their regional implementation
- ✓ Identify other needs for which model approaches and solutions are appropriate

Based on the results of our initial assessments, these action items have been established for Phase II. Additional action items will be identified and addressed throughout the life of the project. Project Clean Water provides the process for stakeholders to work together as a community to address these and other shared water pollution issues. This collective vision will result in improved water quality.

Section III. Philosophy

A. Guiding Principles

Clean water is necessary to ensure a vital economy and long-term sustainability of the beneficial uses of our water resources. The following guiding principles provide the backbone of this Strategic Plan.

- **Water is our most precious resource.** It's the basis of life; we can't survive without it. We drink it. We swim in it. Our children play in it. People come from around the world to enjoy our beaches and our natural resources. Unfortunately, water is also scarce in San Diego County. Most of our drinking water is imported from other areas, making it a critical economic resource too.
- **There is wisdom in the natural design of things.** The laws of nature are non-negotiable. To be successful we need to respect nature while attempting to balance economic vitality. Understanding the impact of our actions and their implications on natural processes is crucial. Protecting our limited natural resources is a long-term, ongoing process.
- **Water resource management is a 10,000-piece puzzle.** Gaining a clear picture of the many scientific, legal and regulatory, financial, and other factors that control water quality is difficult. To effectively manage our water resources, we need to understand the inter-connectivity of such factors as water storage, supply and reuse, air pollution, land use planning and development, agricultural use, transportation, business and industrial processes, and habitat management. Many of the pieces of the puzzle are already addressed by various agencies and individuals. What's needed is a way to assemble these pieces into a coherent whole. This is the intent of Project Clean Water.
- **Everyone has a role to play.** Clean water issues crosses jurisdictional and political boundaries. We need a regional approach that is founded on the cooperation of international, federal, state and local agencies, public interest groups, educational institutions, private industry, and the community.

B. Our Approach

If any one word sums up Project Clean Water, it is "coordination". Successfully managing our water resources requires an approach that considers and coordinates all the relevant pieces of the puzzle and provides a forum for exploration. To ensure that we get the job done right, this coordination focuses on four critical elements:

- expectations
- science
- resources, and
- law

Together they form the foundation for our management efforts.

- **Expectations.** Before we can understand where we're going, we need to know what people want. We can all agree that clean water is important, but moving forward requires that we know more specifically what that really means to people. We must then involve them in the solutions.
- **Science.** For any proposed action to be achievable, it must be technically and scientifically feasible. Science and technology are constantly changing. To ensure that our programs are state-of-the-art, we must keep abreast of these developments and make changes as needed.
- **Resources.** Understanding where we want to go is only half the battle. We also need to know what it will take to get there. The human and financial resources available or needed to support proposed activities must be clearly understood.
- **Law.** Every aspect of water resource management has a legal and regulatory context. Identifying legal and regulatory issues associated with implementation of proposed activities is critical to successfully putting together the puzzle.

Every issue that we consider must be measured against each of these elements; ignoring any of them is a recipe for failure. Taking the time to build a strong foundation will increase our chances of achieving success. While these elements define the technical requirements needed to effectively implement proposed solutions, a strong educational component is required to bind them together and gain the support that is necessary to ensure success.

Section IV. Shared Commitment

A. Current Perspective

Without exception, life depends on clean water to survive and flourish. In San Diego County there are over 1.8 million acres of land, nearly 3 million people, 11 major watersheds and 18 cities. Additionally, we share portions of these watersheds with Mexico and the counties of Orange and Riverside.



The region is also home to a large variety of natural habitats, including approximately 200 plant and animal species that are federally or state listed as endangered, threatened, rare, or otherwise considered sensitive. The economic benefits derived from the creeks, rivers, streams, bays, estuaries, and lakes that nourish and support these species are substantial; in 2000, direct and indirect revenues from our beaches alone were estimated to exceed \$3 billion. Managing the quality of our water resources is a task of ever increasing complexity and importance. In this respect, several issues are particularly important.

Water Supply. San Diego is located in a Mediterranean climatic zone with relatively low and inconsistent rainfall. Due to this scarcity of rainfall, indigenous populations historically lived adjacent to water supplies. Over the past several hundred years, the region has evolved from a small indigenous population, to Spanish pueblos, to a populated urban hub. In 1815 the first step taken in California to manage our water supply occurred along the San Diego River when Spanish pueblos built the Old Mission Dam. Now an historic landmark, the dam supplied water to the Mission San Diego de Alcalá. The continually changing face of the region has led to the recognition that water quality concerns must be addressed along with those of water supply. Burgeoning economic and population growth have impacted water quality and placed increasing pressure on these supplies. Maintaining water quality is of critical importance. The region is heavily reliant on imported water, since we capture so little local runoff due to low precipitation levels and periodic droughts. Approximately 90% is imported and stored locally. The need to protect the quality of stored water in San Diego County, both imported water and that supplied through the water cycle, is of paramount importance. Water stored in local reservoirs is vital to the San Diego Region and the State of California water supply network.

Growth and Urbanization. Over the past several decades, increased growth and urbanization have also contributed to the degradation of our local waters. Much of the region is densely developed and highly urbanized, although portions of northern and eastern areas are still primarily natural and undeveloped, providing us with an important opportunity to still make a difference. In addition, the region has a history of episodic flooding. Without proper planning, urban runoff and flooding will increase in both frequency and magnitude as urbanization spreads. The San Diego region will grow to 3.8 million people by the year 2020, which means we must plan to accommodate the living and working needs of an additional million people. Limiting or regulating new development by itself will not solve our water quality problems. Our water is already polluted with runoff from existing residential neighborhoods, industrial facilities, commercial facilities, and streets. These sources must also be addressed more effectively to achieve clean water.

Some of the many sources and activities that contribute to water pollution include the following:

- automobiles (maintenance and the build-up of pollutants on driveways, streets and pavement)
- housekeeping and landscaping practices at public and private sites
- commercial, industrial, and public works activities
- construction sites
- non-stormwater connections to the drainage system
- accidental spills and illegal dumping

The most common pollutants that degrade water quality are sediment, nutrients, pathogens, oxygen demanding substances, oil and grease, heavy metals, toxic chemicals and floatables.

- **Sediment.** Dirt, silt, sand, gravel, rock and deteriorating pavement are natural and common. However, when excessive sediment runs off into waterways it can clog conveyances and transport other pollutants (bacteria, heavy metals and toxic chemicals) that are harmful to aquatic life.
- **Nutrients.** Organic matter, detergents and fertilizers can cause excessive and accelerated vegetative or algal growth that can result in harmful effects to aquatic life and impair water uses.
- **Pathogens.** High concentrations of bacteria and viruses from animal excrement, organic matter, septic and sanitary sewer leakage and overflow can make us sick and impair other water uses.
- **Oxygen demanding substances.** Plant debris, animal excrement, litter and debris, and organic matter can harm aquatic life by depleting oxygen levels in water.
- **Oil, grease and fuels.** Emissions and fluid leaks from vehicles contribute a variety of hydrocarbons to the environment, which can be toxic to aquatic organisms.
- **Heavy metals.** Metal finishes, rust and wear from auto parts (brake linings, tires, chrome moldings, etc.), diesel exhaust, paints and wood preservatives are among the many sources of heavy metals, which bioaccumulate and are toxic to aquatic organisms.
- **Chemicals.** Toxic chemicals such as pesticides, herbicides, solvents, paints, antifreeze and household cleaners are harmful to aquatic life.
- **Floatables.** In addition to being an unsightly nuisance, floatables (litter, organic matter, cigarette butts, etc.) can transport bacteria, metals, and toxic chemicals into waterways and clog conveyances.

Beach Water Quality. San Diego has a worldwide reputation for its sunny weather and year-round recreation. Each year more than 25 million people visit our beaches. These beaches are essential to our economy and quality of life. Unfortunately, many of the beaches along San Diego's 73-mile coastline have a history of contamination from sewage spills and urban runoff that flows from inland sources toward the ocean. Because of this, numerous concerns have been raised about the continued vitality of our tourism industry.

Other Water Quality Impacts. Threats to water quality extend far beyond bacterial contamination of our coastal beaches. Countless people also enjoy the natural beauty of our creeks, rivers, streams, bays, estuaries, and lakes. The following are among the problems we currently face throughout the region:

- habitat degradation and loss
- upsets in the delicate balance between mineral and organic nutrients
- the invasive spread of non-native species, and
- trash dumped in waterways and wetlands

Under Federal and state law, municipal governments have important responsibilities for characterizing and abating the impacts of pollution on local water resources. At the same time, they're faced with significant restrictions on their ability to raise new funds to meet these challenges since they cannot raise local taxes or impose new fees without voter approval. Additionally, federal and state monies are generally quite limited and often subject to intense competition. These problems compound the significant technical and legal requirements that also must be addressed in developing and implementing effective management strategies. We will need to work with our legislators in Sacramento and Washington to ensure appropriation of adequate resources and passage of critical legislative proposals that contribute toward our overall goals.

Even when adequately funded, regulatory programs alone can't get us to clean water. Overcoming existing and future obstacles will require the collective commitment of many stakeholders to identify and pursue new and innovative solutions. Leadership, cooperation and education are the most important tools we have for compelling change. In this spirit, local municipalities have already begun cooperating to keep their regulatory programs consistent, and to plan their water quality protection efforts across political boundaries. Project Clean Water will continue these efforts by providing a consistent and comprehensive regional approach to water resource protection.

B. TAC Initial Assessments

The primary focus of Phase I of Project Clean Water was to initially assess our current situation and to identify the directions that we need to pursue. When analyzing and compiling the initial TAC assessments, we found that three issues consistently emerged:

- (1) more efficient coordination of efforts is needed,
- (2) a mechanism is needed to improve data and information sharing, and
- (3) adequate funding must be obtained to implement effective programs and activities.

Specific conclusions and recommendations of each of the four TACs are described below.

Comprehensive Planning. The Comprehensive Planning TAC compiled an inventory and basic description of the principal strategic planning efforts to be addressed throughout the remainder of the project. The TAC generally found that planning efforts are fragmented, and that a more comprehensive overall approach to planning is necessary to ensure long term water quality. The following were specifically recommended:

- Better integrate water quality issues into local land use planning efforts
- Integrate crucial elements of the County of San Diego's General Plan 2020 with local planning efforts in each municipality
- Increase integration of planning efforts
- Develop scientifically-based guidance for watershed management planning
- Provide support to augment effective watershed planning efforts that are underway

Legislative & Regulatory Issues. The Legislative and Regulatory Issues TAC compiled a detailed inventory of laws, statutes, regulations, policies and other relevant authorities governing or affecting water quality management. Based on this, the TAC began to identify opportunities for legislative changes necessary to support water quality protection. The TAC generally concluded that the current regulatory structure is fragmented and continually changing. TAC members also concluded that regional cooperative efforts are desirable, but that finding and sharing money for these efforts will be difficult since federal and state funding is not as freely available as it has been in the past. The following specific recommendations were made:

- Encourage the development of laws and regulations that focus on promoting efficient solutions rather than end results which may not bear a nexus to water quality improvement
- Work together within the requirements of current laws and regulations to develop innovative solutions to obtaining clean water

Science and Technology. The Science and Technology TAC conducted an assessment of the major scientific and technical issues bearing on water quality. The TAC compiled a general baseline inventory of various governmental and non-governmental organizations, resource agencies and research institutes. Based on their assessment of this inventory, the TAC concluded that the following issues should be addressed.

- Increase cooperation and coordination between various stakeholders on the development of scientific and technical tools
- Identify a lead agency or entity to facilitate stakeholder coordination
- Develop standardized approaches to data collection and analysis
- Establish a central repository for key scientific and technical data and information
- Identify and address important data gaps
- Establish baselines of water quality conditions and public awareness

Education and Resource Development. The Education and Resource Development TAC compiled an inventory of current outreach programs and practices relevant to local water quality protection. The TAC recommended the following:

- Provide a mechanism for coordinated outreach to schools, businesses, municipal employees and other audiences
- Develop a regional theme for broadcast news and social marketing to take advantage of economies of scale
- Develop long-term, ongoing strategies for education, citizen involvement and environmental stewardship.

Section V. Call to Action

Working together today will ensure that our water is clean tomorrow. Coordinating efforts upstream with those downstream is necessary for success. Strong community involvement must be a driving force. Ensuring healthy watersheds is not an easy task. Nor is it a job that any single governmental agency, community group or professional organization can do alone.

Become involved in Phase II of Project Clean Water. Solutions lie in a unified and diverse approach. Mutually supportive and complementary efforts will go further to protect water quality. Simply participate.

- Join a Technical Advisory Committee or Technical Workgroup
- Make sure your group's activities are listed on the Project Clean Water website
- Share your knowledge, data and expertise

What happens on the land affects our water. Everything we do in our neighborhoods, in industrial areas, on construction sites, on streets and in our cities can alter the quality of our water. Project Clean Water Technical Advisory Committees and Technical Workgroups are currently developing technical guidance to help reduce these impacts. This guidance will provide compliance details for businesses and industry, construction sites, new development, residents, local municipalities and residents. This valuable information will be organized to provide easy access on the Project Clean Water website at www.co.san-diego.ca.us.

You can start today to make a difference. Small acts add up. Collectively, the following actions make a difference.

- Recycle and properly dispose of waste
- Practice "good housekeeping" at home and work
- Minimize the use of pesticides, fertilizers and household chemicals
- Prevent erosion and employ sediment control
- Conserve water
- Pick up after your pet
- Walk, ride a bike or carpool

The next time you are caught outside in the rain, look at what is running off the street, into the gutters, and down storm drain inlets. You will see that clean rainwater is quickly transformed into an oily, dirty mixture called urban runoff. This runoff is not filtered or treated in the stormwater conveyance system and it eventually washes into our local waters. The effects of these pollutants can seriously impact water quality.

Local commitment and action can lead to clean water. Your actions can result in a legacy that will endure for future generations.