

June 2003 Project Clean Water Report Card



project clean water

This report card documents the success of our Project Clean Water efforts since October 2000. Progress is measured against the completion of specific and tangible **Action Items** established in the **Clean Water Strategic Plan** and refined through subsequent dialogue. As with a school report card, each action item is graded and checked off when completed. **Overall, the tremendous accomplishments of Project Clean Water warrant an "A" rating.** Grades for individual action items, including a brief rationale for each, are also provided below. An **A** rating means that the item was successfully completed on schedule. A grade of **B** was assigned if significant progress was made, but the action item has not yet been completed – often because it is long-term or ongoing. A more detailed discussion of Project Clean Water progress is contained in the **June 2003 Clean Water Action Plan and Status Report.**



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

A **Action Item 1: Increase participation in Project Clean Water to reflect diverse interest areas** -- Since the October 18, 2000 Clean Water Conference, more than 500 people have worked together to protect our local waters through Project Clean Water forums.

A **Action Item 2: Conduct outreach to encourage participation in Project Clean Water** -- Sharing the Project Clean Water message, both with existing participants and the general public, has been a focus of our efforts from the beginning.

A **Action Item 3: Begin meeting with Policy Advisory Committee members to gain input and support by October 2001** -- A Clean Water Subcommittee was established by the County Board of Supervisors on July 11, 2000 to launch Project Clean Water. Project staff has continued to update this Subcommittee and other policy advisors to gain input and support as needed.

A **Action Item 4: Develop a regional Clean Water Action Plan** -- Completed in June 2003, this document describes the status of implementation of action items and discusses future directions.

A **Action Item 5: Support and participate in ongoing and future watershed management planning efforts** -- Various working bodies, including the Comprehensive Planning TAC, the Watershed Coordination Workgroup, and the Data and Information Management Workgroup have worked extensively to foster watershed planning and provide tools for implementation.

B **Action Item 6: Support and integrate local planning efforts** -- The Comprehensive Planning TAC has provided a forum for general discussion of major planning efforts since 2001. Integration of watershed planning and various other types of planning will continue to be a focus.

A **Action Item 7: Provide general guidance on planning and legal issues** -- The Comprehensive Planning TAC and its workgroups have provided guidance on various planning topics in the San Diego region. The Legislative and Regulatory Issues TAC has provided comparable direction on legal issues.

A **Action Item 8: Conduct a detailed assessment of stakeholder needs and expectations** -- Initial Project Clean Water efforts resulted in the completion of several important work products: baseline inventories, focused assessments, and the 195-page Phase I Results Report.

A **Action Item 9: Develop an annual agenda of recommended priority actions** -- The June 2001 Clean Water Strategic Plan was the first major step toward extensive and ongoing documentation of regional stakeholder priorities for clean water. The First Annual Clean Water Summit on June 21, 2002 provided a forum for revising and updating stakeholder priorities. These priorities will continue to be regularly explored and updated in the future.

A **Action Item 10: Conduct a study of potential funding sources and alternatives by June 2002** -- The Legislative and Regulatory Issues TAC conducted an analysis of potential funding sources for municipal stormwater programs, which was finalized in June 2002.

A **Action Item 11: Encourage technical experts to work together on priority issues** -- Since November 2000, the four Project Clean Water TACs, their associated workgroups, and the Clean Water Summit have all provided forums for involving various technical experts in the exploration of common issues and concerns.

Goal 2. Utilize Science and Technology to Develop Innovative Management Practices

A **Action Item 12: Expand the existing Project Clean Water website (www.projectcleanwater.org) to provide an organized repository of local water quality efforts** -- The website was launched on January 2, 2001,

and expanded in March 2002 to further facilitate data and information sharing.

- A** **Action Item 13: Display Project Clean Water and other selected work products on the website** -- A "Work Products" link was established to provide easy access to all completed work products and other documentation of activities.
- A** **Action Item 14: Conduct outreach to promote the website as a centralized source of water quality information** -- Through the efforts of Education and Resource Development TAC and its participants, the Project Clean Water website has become a widely utilized source of water quality information for the region -- over 60,000 visits have been recorded to date.
- A** **Action Item 15: Seek information and create links to other sites for easy access** -- A "Links" page was created on the Project Clean Water website to provide easy access to a broad range of water quality information throughout the region.
- B** **Action Item 16: Promote local education and outreach opportunities** -- The Education and Resource Development TAC combined efforts with the Municipal Stormwater Copermitttees' Outreach Workgroup to develop an Outreach Model Program Guidance document, and established a bulletin board on the Project Clean Water website to promote regional education.
- B** **Action Item 17: Provide grant notices and other funding information on the website and promote collaboration for competitive submittals** -- The Education and Resource Development TAC tracks grant opportunities through a grant notification service, provides "grant alert" notices by email to interested parties, and posts web links to funding opportunities.
- A** **Action Item 18: Continue to operate the Regional Stormwater Hotline (888-844-6525) as a source of water quality information for the public** -- The Regional Stormwater Hotline continues to be a centralized information and referral center for the public.
- A** **Action Item 19: Conduct more detailed assessments of priority planning, science and technology, education and legal issues by January 2002** -- The four TACs completed Focused Assessments in January 2002 to build upon existing action items and to identify specific priorities.
- A** **Action Item 20: Assess the impact of priority sources of water pollution, starting with aerial deposition of pollutants** -- The Science and Technology TAC began assessing the importance of aerial deposition in San Diego County during 2002. To date, they have conducted a literature review of research and monitoring projects, identified the contaminants considered to pose the greatest threat to water quality, and summarized the sources, depositional pathways, and biological effects of these pollutants.

- B** **Action Item 21. Develop an integrated water quality management approach defined by the physical systems associated with watersheds, airsheds, and landforms** -- Important progress was made in characterizing linkages between air and water quality. A considerable amount of work was also invested toward the continued improvement of watershed planning and management paradigms. Future efforts will focus on characterizing linkages to other important pathways (e.g., groundwater).
- A** **Action Item 22: Provide guidance on priority scientific and technical issues** -- The Science and Technology TAC has addressed this mandate by exploring its assigned action items and by continuing to explore other priority issues and tasks.
- A** **Action Item 23: Provide recommended standards for data analysis and reporting as necessary to further integration of results** -- The Science and Technology TAC and other technical workgroups have focused on local stormwater monitoring and management programs. For instance, through the Monitoring Technical Workgroup and the Data and Information Management Workgroup, standardized approaches have been developed to improve integration of various types of program data.
- B** **Action Item 24: Establish a regional forum for disseminating Best Management Practice information and performance data** -- The BMP Standards Technical Workgroup has addressed construction, industrial, and commercial BMPs. The Green Business Technical Workgroup is also developing a self-certification program for environmentally proactive businesses.
- A** **Action Item 25: Support the development of rapid detection methods for bacterial contamination in coastal waters** -- The Science and Technology TAC monitored the progress of ongoing efforts to develop rapid diagnostic tests of contamination by pathogens in coastal waters, and has advocated the use of the San Diego region in testing and comparing methodologies.
- A** **Action Item 26: Investigate alternative approaches to recreational water monitoring that better integrate state-of-the-art scientific and technological tools and methodologies into management decision-making** -- The Science and Technology TAC compiled information on a variety of potential approaches (microbial source tracking, remote sensing, predictive modeling, etc.), explored options during TAC meetings, and provided information and results via the Project Clean Water website.
- A** **Action Item 27: Characterize existing receiving water quality** -- The Science and Technology TAC provided critical review of the 2002 revision of the Impaired Waterbodies List for the San Diego Region, investigated water quality criteria assessment tools, and facilitated

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stakeholder input into the Triennial Review of the Water Quality Control Plan for the San Diego Basin.

A **Action Item 28: Establish a baseline of general awareness to measure the progress of outreach efforts** -- Baseline awareness surveys were conducted by several jurisdictions, including the County, the City of San Diego, and several North County Cities. The Education and Resource Development TAC has worked to ensure regional consistency in survey content.

B **Action Item 29: Establish a baseline of potential health impacts to beach visitors** -- The Science and Technology TAC compiled information on epidemiological studies and bacterial indicator standards, and worked with the State Beach Water Quality Workgroup to develop recommended criteria for Clean Water Act section 303(d) listing of recreational waters.

Goal 3. Support Efforts to Assure Water Quality and Compliance with Laws and Regulations

A **Action Item 30: Complete model program guidances by December 2001 to facilitate implementation of the new Municipal Stormwater Permit** -- Focused technical workgroups were established and began meeting in February 2001. By December 2001, these workgroups had completed eight model program guidances to facilitate regional consistency.

A **Action Item 31: Develop clear, fair, effective and enforceable model ordinances by December 2001 to facilitate implementation of the new Municipal Stormwater Permit** -- *The County of San Diego Watershed Protection, Stormwater Management, and Discharge Control Ordinance*, adopted on January 16, 2002, was broadly distributed during its development to serve as a model for the development of other stormwater ordinances throughout the region.

B **Action Item 32: Complete a model watershed program guidance by May 2002 to facilitate implementation of the new Municipal Stormwater Permit** -- The Watershed Urban Runoff Management Program (WURMP) Workgroup completed guidance for developing and implementing individual WURMPs throughout the region in October 2002.

A **Action Item 33: Identify other needs for which model approaches and solutions are appropriate** -- Since the June 2001 adoption of the Clean Water Strategic Plan numerous other program areas and issues (monitoring, data management, BMP selection, etc.) that lend themselves to a "model" approach have also been identified and pursued.

A **Action Item 34: Develop a compliance incentive program for local businesses** -- The Green Business Technical Workgroup is developing a self-certification

program to reward environmentally proactive businesses. It will be in place by Fall 2004.

B **Action Item 35: Identify opportunities for legislative changes to support water quality protection** -- The Legislative and Regulatory Issues TAC developed and disseminated impartial summaries of pending legislation, provided a forum for discussing proposed legislation, and formulated principles under which specific legislative priorities can be further pursued.

A **Action Item 36: Identify successful activities and programs, and encourage their regional implementation** -- Identifying proven successes was key to the completion of eight model stormwater program guidances in 2001. Project Clean Water also makes every attempt to acknowledge the contributions of hardworking and committed individuals, including the recognition of local leaders at the 2002 Clean Water Summit.

Recent Action Items (Established After the June 2002 Clean Water Summit)

The **June 2002 Clean Water Summit** galvanized the commitment of local stakeholders to continue working together. Many existing priorities were reaffirmed and important new directions identified as a result of group discussion. These provided the basis for exploration at subsequent TAC meetings, and eventually, the adoption of the sixteen additional action items described below.

A **Action Item 37: Install a message board on all TAC website homepages** -- To facilitate communication on common issues, message boards were established on each TAC homepage in December 2002.

A **Action Item 38: Expand partnerships to ensure that planning encompasses entire hydrologic units** -- Progress is evidenced in the development of relationships between various watershed-related working groups. The Comprehensive Planning TAC and its Watershed Coordination Workgroup both continued to provide forums for the development of partnerships, and various other working bodies provided unprecedented opportunities for increasing coordination and establishing new partnerships.

B **Action Item 39: Pursue partnerships through the identification and generation of projects that reflect diverse interest areas** -- The Education and Resource Development TAC worked cooperatively with a number of partners to sponsor and participate in regional citizen monitoring events and clean-up days. Examples include the September 2002 California Coastal Cleanup Day, National Water Monitoring Day in October 2002, and Coastal Snapshot Day in May 2003. Project Clean Water is committed to expanding these partnerships in the future.

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- B** **Action Item 40: Publish an annual newsletter to inform stakeholders and engage participation** -- The first newsletter will be distributed in Fall 2003. Subsequent newsletters will follow at least annually.
- B** **Action Item 41: Identify and characterize the linkages between watershed planning and other planning efforts so that a balance in planning processes and other elements (i.e., quality of life, water quality, etc.) may be achieved** -- The Comprehensive Planning TAC continued to provide a forum for general discussion of major planning topics. It is currently drafting a white paper to better characterize the relationships of watershed planning to various other types of planning.
- B** **Action Item 42: Facilitate integration of watershed planning and water quality principles into planning curricula** -- The Comprehensive Planning TAC worked with the University of California Extension program to develop and offer the course, *Watershed Management Planning*, in April 2003. Finding opportunities to work with colleges and universities to ensure that planners are sufficiently grounded in watershed and water quality principles will continue to be a priority.
- B** **Action Item 43: Host a water quality forum for legislative aides to explore opportunities for legislative changes** -- The Legislative and Regulatory Issues TAC developed consensus priorities for local legislative support and action. Based on these, a longer-term plan for conveying agreed upon priorities to legislators will be developed.
- A** **Action Item 44: Facilitate integration of scientific and technical information to encourage their use in watershed management planning (i.e., geology, hydrology, biology, GIS, etc.)** -- The Comprehensive Planning TAC provided a forum for presenters and participants to share technical information and explore watershed planning issues. Various technical workgroups also continued working to develop technical standards that address specific watershed-related issues (stormwater conveyance system digitization, watershed monitoring, etc.).
- A** **Action Item 45: Facilitate stakeholder input in the Triennial Review of the Water Quality Control Plan (Basin Plan)** -- The Basin Planning Issues Technical Workgroup provided a forum for educating interested stakeholders on the review process, worked closely with Regional Water Quality Control Board staff to facilitate the development of stakeholder comments, and developed and hosted a water quality standards course for interested stakeholders.
- B** **Action Item 46: Promote the development of a centralized database for citizen water monitoring data** -- Through the Science and Technology TAC, efforts were initiated to increase the accessibility of citizen monitoring data. A survey was developed and distributed to citizen monitoring groups around the County (e.g., San Diego Stream Team, Friends of Famosa Slough, Ja Jan Binational Monitoring Project, etc.). Survey results and data management options are currently being evaluated.
- A** **Action Item 47: Analyze existing studies and expand on the Study of Potential Funding Sources to identify adequate and sustainable funding for the region** -- The Legislative and Regulatory Issues TAC completed an analysis of potential funding sources for municipal stormwater programs in June 2002. Since then, the TAC has continued to provide a forum for discussion of other stormwater funding studies. Independent efforts by the Counties of San Diego (September 2002) and Orange, the City of Carlsbad, and others were discussed at various TAC meetings.
- B** **Action Item 48: Encourage the utilization of approaches to water quality characterization that go beyond conventional chemical, biological, and physical monitoring** -- The Science and Technology TAC explored the refinement of existing monitoring methods, as well as broader water quality management paradigms, e.g., air quality monitoring programs and their relation to water quality. Improvement of monitoring and assessment methodologies will continue to be a priority.
- B** **Action Item 49: Develop guidance on the assessment of educational outreach effectiveness** -- Building on the baseline surveys, the Education and Resource Development TAC is continuing to review environmental education assessment studies and theories that can serve as a foundation for water quality education curriculum and project-based learning efforts.
- A** **Action Item 50: Promote the development and implementation of standard water resource environmental curriculum for grades K-12** -- The Education and Resource Development TAC will continue working closely with the County Office of Education and school districts to promote standardized environmental curriculum throughout the region.
- B** **Action Item 51: Create a process for the region to establish a unified voice by collectively reviewing and commenting on legislation to further consistency in regulatory programs** -- The Legislative and Regulatory Issues TAC developed a list of legislative priorities, and facilitated legislative review by providing impartial summaries to stakeholders.
- B** **Action Item 52: Facilitate input from the regulated community in the development and implementation of programs that affect them** -- Keeping TAC and workgroup meetings open to the public has ensured that a broad spectrum of interests and perspectives are represented. Other specific measures that have been pursued include the development of educational materials in cooperation with trade associations such as the Automotive Service Council and the Food and Beverage Association.

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