

City of Oceanside

Jurisdictional Urban Runoff Management Program

2007-08 Annual Report



Prepared for:
San Diego Regional Water Quality Control
Board

September 30, 2008



CITY OF OCEANSIDE

WATER UTILITIES DEPARTMENT

DATE: September 29, 2008

RE: STATEMENT OF CERTIFICATION
CITY OF OCEANSIDE JURISDICTIONAL URMP

I certify under penalty of law that the Jurisdictional Urban Runoff Management Program Annual Report for 2007-2008 was prepared under my direction or supervision 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.

M. A. Lahsaiezadeh

SIGNATURE:

NAME: Mo Lahsaiezadeh
TITLE: Clean Water Program Coordinator
JURISDICTION: City of Oceanside

ES EXECUTIVE SUMMARY

Introduction

This document was prepared by the City of Oceanside (City) pursuant to the California Regional Water Quality Control Board, San Diego Region (SDRWQCB), Order No. 2007-0001, NPDES No. CAS0108758, Waste Discharge Requirements for Discharges of Urban Runoff from the Municipal Separate Storm Sewer Systems (MS4s) Draining the Watersheds of the San Diego Copermittees. Pursuant to Part J.3.a.of the Municipal Permit, this Jurisdictional Urban Runoff Management Program (JURMP) Annual Report provides a comprehensive description of the activities conducted by the City to meet the requirements of Section D of the Permit during the 2007-2008 annual reporting period (July 1, 2007 – June 30, 2008).

Report Organization

Section J of Municipal Permit 2007-0001 defines the requirements for the Jurisdictional Urban Runoff Management Program (JURMP) Annual Report and states that each JURMP Annual Report shall, at a minimum, contain a comprehensive description of all activities conducted by the Copermittee for each required component. The table below presents these components and the section in which they are discussed.

Municipal Permit 2007-0001 Components	Annual Report Section
Development Planning Component	Section 2.0
Land-Use Planning	Section 2.2
Environmental Review Process	Section 2.3
Development Project Approval and Verification Process	Section 2.4
Construction Component	Section 3.0
Municipal Component	Section 4.0
Industrial and Commercial Component	Section 5.0
Residential Component	Section 6.0
Illicit Discharge Detection and Elimination Component	Section 7.0
Education Component	Section 8.0
Public Participation	Sections 9.0
Fiscal Analysis Component	Section 10.0
Effectiveness Assessment Component	Section 11.0
Special Investigations	Section 12.0
Non-Emergency Fire Fighting	Section 13.0
JURMP Revisions	Section 14.0
Conclusions and Recommendations	Section 15.0

Pursuant with the Municipal Permit this document contains all of the required information.

Program Highlights

Below is a summary of each section which describes the Clean Water Program activities appearing in this Annual Report. Please refer to the individual section for more detailed information.

Section 2.0 Development Planning Component

All new development and redevelopment projects are subject to the priority project or standard project provisions in the City's Interim SUSMP. During this reporting period the City adopted an Interim SUSMP which includes revisions that conform to the requirements of the Municipal Permit. Minimum storm water BMP requirements are part of the City's standard conditions of approval and are required of all projects receiving discretionary permits. The City will not support the entitlement of a project or issue development permits until the appropriate documents are reviewed by City staff and approved by the City Engineer. Information of the SUSMP document reviews were performed during the 2007-2008 reporting period. The City evaluated its established environmental review process for all development projects to determine compliance with the new Municipal Permit and determined that the current environmental review process adequately addresses the requirements of the Municipal Permit.

Section 3.0 Construction Component

The City of Oceanside Clean Water Program provided an updated inventory of construction sites with the 2008 JURMP. During the reporting period, the Clean Water Program inspected the 50 construction sites to ensure they were in compliance with City Code.

Section 4.0 Municipal Component

The City of Oceanside Clean Water Program utilized its 2007-08 municipally owned inventory and inspected 230 municipal areas to ensure these facilities are in compliance with City Code. A total of 2,358 tons of waste was removed as a result of street sweeping and a total of 65.5 tons of waste was removed from the storm drain system (MS4) as part of the annual cleaning. Seven thousand two hundred and fifty two (7,252) feet of City sewer lines were slip lined and manholes pressure grouted and sealed in the Loma Alta watershed.

Section 5.0 Industrial and Commercial Component

The City of Oceanside Clean Water Program utilized its industrial and commercial business inventory submitted with the 2008 JURMP. Two hundred forty one (241) industrial businesses and 846 commercial businesses were inspected during this reporting period, to ensure these facilities are in compliance with City Code.

Section 6.0 Residential Component

The City of Oceanside has developed an extensive program that aims to reduce pollutant runoff from residential areas and activities to the maximum extent practical (MEP). The City of Oceanside Clean Water Program received 55 complaints on the Urban Runoff Hotline and Code Enforcement Program received 190 complaints from residents regarding potential urban runoff violations from residential areas and activities. Extensive educational efforts were made to help Oceanside residents understand watersheds, water quality and urban runoff impacts through presentations on a local television channel, Clean Water Program newsletters mailed to each household, and through information available on the Clean Water Program Website.

Section 7.0 Illicit Discharges Detection and Elimination Component

This section is intended to document the activities conducted by the City of Oceanside during the 2007-2008 reporting period to manage illicit discharges. In accordance with the September 10, 2008 Regional Water Quality Control Board adoption of Addendum No. 2 to Order No. R9-2007-0001, the City will submit the entire FY 2007-08 Illicit Discharge Detection and Elimination Component, including the 2008 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2008.

Section 8.0 Education Component

The City of Oceanside Clean Water Program continued to use a variety of avenues to educate various audiences about the Clean Water Program and the requirements of Municipal Permit Order 2007-0001. These outreach activities included municipal staff training, CWP newsletters, staffing community booths, conducted watershed education presentations, implementation of a 5th grade curriculum titled Project SWELL and targeting under-served audiences with educational materials.

Section 9.0 Public Participation Component

The Clean Water Program continued to sponsor beach and creek cleanup events and supported private groups who wanted to coordinate their own cleanup events. During this reporting period a total of 1,904 volunteers participated in these events, removing more than seven tons of trash, and debris, from the local waterways. In addition the City participated in regional education events including staffing a stormwater booth at the San Diego County.

Section 10.0 Fiscal Component

The City of Oceanside Clean Water Program continued to acquire funding from various sources to implement programs to meet Municipal Permit Order 2007-08. To secure adequate funding, the Water Utilities Department collects a Clean Water Program surcharge that is delineated on the utility bills for each household and is based on the customer's water consumption. During this reporting period an increase in surcharge was secured in order to cover significant increases in costs due to additional requirements under Municipal Permit Order 2007-001, Investigation Orders, and TMDLs. Approximate expenditures for the 2007-08 fiscal year are provided as well as the budget for the 2008-09 reporting period.

Section 11.0 Effectiveness Component

The City implemented an effectiveness assessment program to assist the City in determining which programs, and program components, are effectively improving water quality or leading to water quality improvement. The City gathered and evaluated data for some of the program components for assessment during this reporting period. This data will be valuable for incorporation into long-term effectiveness evaluation on a jurisdictional level.

Section 12.0 Special Investigations

The City of Oceanside received funding from two sources to implement two water quality related projects: the San Luis Rey Bacteria Source Tracking Study and the Loma Alta Creek Ultraviolet Treatment Facility.

Lower San Luis Rey Bacteria Source Tracking

As part of the Proposition 50 Clean Beaches Initiative, the City of Oceanside was awarded \$554,375 to track the sources of bacteria in the Lower San Luis Rey River. This study project has a goal to identify the sources and quantify the loading of bacterial contamination in the lower San Luis Rey River using a tiered approach. This approach will permit prioritization for mitigation of microbial contaminants and appropriate actions will be recommended to eliminate sources of bacterial contamination.

The Loma Alta Creek Ultraviolet Treatment Facility

The City was awarded a \$5,000,000 Proposition 40 Clean Beaches Initiative (CBI) grant by the State Water Resources Control Board to construct an ultraviolet (UV) light treatment facility at the existing La Salina Wastewater Treatment Facility. The anticipated project goal is to eliminate beach closures during the dry months at Buccaneer Beach in Oceanside, California. This will be achieved by diverting the flow from the Loma Alta Lagoon through a UV treatment facility prior to discharging the flow onto the shoreline.

Section 13.0 Non-Emergency Fire Fighting

Non-emergency fire fighting BMPs and educational methods for reducing the discharge of pollutants from non-emergency flows to the MEP are described in Section 113.

Section 14.0 JURMP Revisions

Since the submittal of the City's 2008 JURMP in March 2008 there have been no changes or revisions to the document. It is anticipated that there will be changes during the next reporting period, fiscal year 2008-09.

TABLE OF CONTENTS

ES	Executive Summary	ES-1
1.0	Introduction.....	1-1
1.1	Background	1-1
1.2	Purpose and Objectives.....	1-2
2.0	Development Planning Component.....	2-1
2.1	Introduction.....	2-1
2.2	Land Use Planning.....	2-1
2.2.1	Background.....	2-1
2.2.2	Source Characterization.....	2-2
2.2.3	Best Management Practice Requirements	2-2
2.2.4	Program Implementation	2-2
2.3	Environmental Review Process	2-3
2.4	Development Project Approval and Verification Process	2-4
2.4.1	Background.....	2-4
2.4.2	Source Characterization.....	2-4
2.4.3	Best Management Practice Requirements	2-4
2.4.4	Program Implementation	2-5
2.5	Development Planning Component Effectiveness Assessment (Optional)	2-17
2.6	Program Review and Modification (Optional)	2-17
3.0	Construction Component	3-1
3.1	Introduction.....	3-1
3.2	Source Characterization	3-2
3.2.1	Site Inventory.....	3-2
3.2.2	Construction Site Prioritization.....	3-2
3.3	Updates to Ordinances and Approval Processes.....	3-4
3.4	Best Management Practice Requirements	3-4
3.5	Program Implementation	3-4
3.5.1	Education and Staff Training.....	3-4
3.5.2	Inspection of Construction Sites	3-5
3.5.3	Enforcement Measures for Construction Sites	3-6
3.6	Construction Activities Effectiveness Assessment (Optional)	3-8
3.7	Program Review and Modification (Optional)	3-8
4.0	Municipal Component.....	4-1
4.1	Introduction.....	4-1
4.1.1	Source Identification.....	4-2
4.2	First Municipal Element - Roads, Streets, Highways, and Parking Facilities	4-3
4.2.1	Background.....	4-3
4.2.2	Source Characterization.....	4-3
4.2.3	Best Management Practice Requirements	4-3
4.2.4	Program Implementation	4-3

4.2.5	Inspection and Maintenance Results.....	4-4
4.2.6	Roads, Streets, Highways, and Parking Facilities Element Effectiveness Assessment.....	4-5
4.3	Second Municipal Element - Parks and Recreational Facilities.....	4-5
4.3.1	Background.....	4-5
4.3.2	Source Characterization.....	4-5
4.3.3	Program Implementation.....	4-5
4.4	Third Municipal Element – Municipal Separate Storm Sewer System.....	4-5
4.4.1	Background.....	4-5
4.4.2	Source Characterization.....	4-6
4.4.3	Best Management Practices.....	4-6
4.5	Fourth Municipal Element – Sanitary Sewer.....	4-6
4.5.1	Background.....	4-6
4.5.2	Source Characterization.....	4-7
4.5.3	Best Management Practices.....	4-7
4.6	Fifth Municipal Element – City Operations Center.....	4-7
4.6.1	Background.....	4-7
4.6.2	Source Characterization.....	4-7
4.6.3	Best Managements Practices.....	4-8
4.6.4	Program Implementation.....	4-9
4.7	Sixth Municipal Element - Other Facilities.....	4-12
4.7.1	Background.....	4-12
4.7.2	Source Characterization.....	4-12
4.7.3	Program Implementation.....	4-12
4.8	Seventh Municipal Element – Power Washing.....	4-12
4.8.1	Background.....	4-12
4.8.2	Source Characterization.....	4-12
4.8.3	Best Management Practices.....	4-13
4.8.4	Program Implementation.....	4-13
4.9	Municipal Component Effectiveness Assessment.....	4-13
4.10	Program Modification and Review.....	4-13
5.0	Industrial and Commercial Component.....	5-1
5.1	Introduction.....	5-1
5.2	Stationary Industrial and Commercial Sites/Sources Element.....	5-1
5.2.1	Background.....	5-1
5.2.2	Source Characterization.....	5-2
5.2.3	Best Management Practice Requirements.....	5-3
5.2.4	Program Implementation.....	5-4
5.2.5	Stationary Industrial and Commercial Sites/Sources Effectiveness Assessment.....	5-7
5.3	Mobile Sources Element.....	5-7
5.3.1	Background.....	5-7
5.3.2	Source Characterization.....	5-8
5.3.3	Best Management Practice Requirements.....	5-8
5.3.4	Program Implementation.....	5-8

5.4	Industrial and Commercial Component Effectiveness Assessment.....	5-9
5.5	Program Review and Modification.....	5-9
6.0	Residential Component	6-1
6.1	Introduction.....	6-1
6.2	Source Characterization.....	6-1
6.3	Best Management Practice Requirements	6-2
6.4	Program Implementation	6-2
6.4.1	Outreach.....	6-2
6.4.2	Household Hazardous Waste	6-2
6.4.3	Clean Water Program Newsletters.....	6-3
6.4.4	Oceanside Update	6-3
6.4.5	Website	6-4
6.4.6	Hotline.....	6-5
6.4.7	Enforcement.....	6-5
6.5	Residential Component Effectiveness Assessment	6-5
6.6	Program Review and Modification.....	6-5
7.0	Illicit Discharge Detection and Elimination Component	7-1
8.0	Education Component.....	8-1
8.1	Introduction.....	8-1
8.2	Staff Training Element.....	8-1
8.3	Educational Outreach Element	8-4
8.3.1	Targeting “Underserved” Communities	8-11
8.4	Outreach Component Effectiveness Assessment (Optional)	8-16
8.5	Program Review and Modification (Optional)	8-16
9.0	Public Participation Component	9-1
9.1	Local Public Participation Opportunities.....	9-1
9.1.1	Urban Runoff Hotline	9-1
9.1.2	Oceanside Eyes	9-1
9.1.3	Cleanup Events	9-1
9.1.4	Oceanside Update Show	9-3
9.1.5	Additional Public Participation Opportunities.....	9-4
9.2	Regional Public Participation Opportunities	9-5
9.2.1	Media	9-5
9.2.2	Regional Events	9-5
10.0	Fiscal Analysis Component	10-1
10.1	Fiscal Analysis Method.....	10-1
10.1.1	Program Funding	10-1
10.1.2	Urban Runoff Management Programs	10-1
10.1.3	Expenditure and Budget Reporting.....	10-2

11.0	Effectiveness Assessment Component.....	11-1
11.1	Introduction.....	11-1
11.2	Effectiveness Assessment Results	11-2
11.2.1	Outcome Level Assessments	11-2
11.2.2	Overall Component Assessments	11-3
11.3	Program Review and Modification.....	11-11
12.0	Special Investigations.....	12-1
12.1	Lower San Luis Rey Bacteria Source Tracking Study	12-1
12.1.1	Overview.....	12-1
12.1.2	Activities Completed During this Reporting Period.....	12-2
12.2	Loma Alta Creek Ultraviolet Light Treatment Facility	12-3
12.1.1	Overview.....	12-3
12.2.2	Project Scope	12-3
12.2.3	Progress/Milestones Achieved/Schedule	12-4
12.2.4	Project Outcomes/Effectiveness/Benefits.....	12-4
13.0	Non-Emergency Fire Fighting	13-1
13.1	Best Management Practices	13-1
13.2	Educational Methods	13-2
14.0	JURMP Revisions	14-1
15.0	Conclusions and Recommendations.....	15-1
15.1	Introduction.....	15-1
15.2	Conclusions.....	15-1
15.3	Recommendations.....	15-1
15.3.1	Database Tracking System for Various Departments and Divisions.....	15-1
15.3.2	Assessment of Educational Outreach Materials	15-2
15.3.2	Underserved Target Audience Outreach – Including Mobile Businesses and Spanish Speaking Population.....	15-2

1.0 INTRODUCTION

This document was prepared by the City of Oceanside (City) pursuant to the California Regional Water Quality Control Board, San Diego Region (SDRWQCB), Order No. 2007-0001, NPDES No. CAS0108758, Waste Discharge Requirements for Discharges of Urban Runoff from the Municipal Separate Storm Sewer Systems (MS4s) Draining the Watersheds of the County of San Diego, the incorporated Cities of San Diego County, the San Diego Unified Port District, and the San Diego County Regional Airport Authority (Copermittees) referred to in this document as the Municipal Permit (Municipal Permit). Pursuant to Part J.3.a.of the Municipal Permit, this Jurisdictional Urban Runoff Management Program (JURMP) Annual Report provides a comprehensive description of the activities conducted by the City to meet the requirements of Section D of the Permit during the 2007-2008 annual reporting period (July 1, 2007 – June 30, 2008).

This Municipal Permit is based on the Federal Clean Water Act (CWA), the Porter–Cologne Water Quality Control Act, applicable state and federal regulations, all applicable provision of statewide Water Quality control Plans and Polices adopted by the State Water Resources Control Board (SWRCB), the Water Quality control Plan for the San Diego Basin adopted by the Regional Water Quality Control Board (RWCQB), the California Toxics Rule, and the California Toxics Rule Implementation Plan. This Annual Report addresses the renewed NPDES Permit No. CAS0108758, which was first issued on July 16, 1990 (Order No. 90-42), and then renewed on February 21, 2001 (Order No. 2001-01).

In the interests of communicating consistent messages to the community regarding the most efficient and effective means of reducing storm water and urban runoff pollution, and as directed under Part J.5 of the Municipal Permit, this document was developed following the standardized format developed and agreed upon by the Copermittees. For the most part, compliance with the Municipal Permit was undertaken by the Copermittees through the development and implementation of the JURMP; therefore this Annual Report is organized in a similar format as the 2008 JURMP.

1.1 Background

Urban development typically involves conversion of natural space to developed areas that includes impervious surfaces such as streets, buildings, and parking lots. With the increase in human population and impervious surfaces associated with developed areas there tends to be higher runoff volume and velocity due to the impervious area’s incapacity to absorb and hold rainwater. Also, human use of developed areas is associated with a number of pollutants that can be conveyed to the municipal separate storm sewer system (MS4) by a rain event or non-storm water discharges. This is called non-point source pollution. Non-point source pollution, such as urban runoff discharges to the MS4, is a large source of pollutants to receiving water bodies in the San Diego region and throughout the United States. Pollutants commonly associated with urban runoff include sediments, pesticides, fertilizers, herbicides, trash, oil and grease, and heavy metals. Such pollutants are generated by everyday activities such as construction, landscaping and vehicle use and maintenance.

Pollutants that reach receiving water bodies, such as streams, lakes, bays, lagoons, and the ocean, have the potential to significantly impact human and environmental health as well as wildlife that utilize these water bodies and surrounding habitat for survival. Notably, environmentally sensitive areas (ESA) are especially threatened by urban development because such areas tend to have lower capacities to withstand pollutants entering the area.

1.2 Purpose and Objectives

The purpose of this annual report is to present the activities the City conducted during the Fiscal reporting period of July 1, 2007 through June 30, 2008 to reduce the discharge of pollutants from the MS4 to the maximum extent practicable (MEP). The activities involved implementing, and improving where needed, existing programs and developing new programs intended to minimize or eliminate the effects of urban runoff from the City on receiving water bodies. Improving the quality of the discharge from the MS4 should have beneficial effects on the local receiving water bodies.

Table 1-1 presents the organization of the City’s JURMP Annual Report and a summary of the corresponding permit requirement in Order No. 2007-0001. Some Report sections and permit requirements overlap and will therefore found in multiple locations throughout the document.

Table 1-1. City of Oceanside 2007-08 Annual Report Compliance Summary.

2007-08 Annual Report	Description	Order No. 2007-0001
Section 1.0	Introduction	-
Section 2.0	Development Planning	D.1 J.3.a(3)(c)
Section 3.0	Construction	D.2 J.3.a(3)(d)
Section 4.0	Municipal Development	D.3.a J.3.a(3)(e)
Section 5.0	Industrial and Commercial Development	D.3.b J.3.a(3)(f)
Section 6.0	Residential	D.3.c J.3.a(3)(g)
Section 7.0	Illicit Discharge Detection and Elimination	D.4 J.3.a(3)(h)
Section 8.0	Education	D.5 J.3.a(3)(i)
Section 9.0	Public Participation	D.6 J.3.a(3)(j)
Section 10.0	Fiscal Analysis	J.3.a(3)(k)
Section 11.0	Effectiveness Assessment	J.3.a(3)(l)
Section 12.0	Special Investigations	-
Section 13.0	Non-Emergency Fire Fighting	J.3.a(3)(a)iv
Section 14.0	JURMP Revision	J.3.a(3)(m)
Section 15.0	Conclusions and Recommendations	-

2.0 DEVELOPMENT PLANNING COMPONENT

2.1 Introduction

The development of urban areas has the potential to negatively impact the surrounding environment. The addition of impervious surfaces can alter the natural drainage patterns of the area, and development can facilitate the introduction of pollutants to the environment resulting from human activities. Accordingly, the City has developed measures to limit the potential for urban development to negatively impact the environment through careful land use planning and thoughtful design of development projects. Development projects are defined by the Municipal Permit as new development or redevelopment with land disturbing activities, structural development including construction or installation of a building or structure, the creation of impervious surfaces, public agency projects, and land subdivision. Through the implementation of the City’s development planning component the City will reduce the discharge of pollutants from development projects to the Maximum Extent Practicable (MEP), protect receiving water bodies while managing increases in runoff that have the potential to increase erosion in streams or rivers.

This section documents the City Jurisdictional Urban Runoff Management Program (JURMP) Development Planning activities performed by the City of Oceanside during the reporting period of July 1, 2007 to June 30, 2008. The City has continued to implement the comprehensive Land-Use Planning component of the JURMP in order to satisfy the provisions of Section D.1 of the San Diego RWQCB Order No. R9-2007-0001, which is also referred to as the Municipal Permit. A directory of the subsections within the Municipal Permit Section J.3.a and corresponding Annual Report compliance sections are listed in Table 2.1, below.

Order R9-2007-0001 Compliance Summary

D.1.a Assess General Plan	See Section 2.2.1 of this Annual Report
D.1.b Revise Environmental Review Processes	See Section 2.3 of this Annual Report
D.1.c Modify Development Project Approval Processes	See Section 2.4 of this Annual Report
D.1.d Update SUSMP and Approval Process	See Section 2.4.4 of this Annual Report
D.5.b (1) Conduct Education Efforts Focused on New Development and Redevelopment	See Section 2.4.4 of this Annual Report

2.2 Land Use Planning

2.2.1 Background

The development planning component focuses on efforts to mitigate erosion and reduce pollutant discharges in urban runoff resulting from new development and redevelopment projects to the MEP through land use planning and development process that includes project review, approval, and verification.

The Land Use Element of the General Plan was amended in 2003 to include a number of water quality and watershed protection measures. The primary focus of the measures was to provide a more balanced relationship between the needs of the community and development interests, while managing finite natural resources. There were no water quality related amendments adopted into the General plan during this 2008 reporting period. The specific policies are detailed in Section 4.2.3 of the 2008 Jurisdictional Urban Runoff Management Program.

2.2.2 Source Characterization

Source characterization is an important component of any urban runoff program. Various land use types and activities are known to generate different combinations of pollutants that have the potential to negatively affect the surrounding environment, including the receiving waters.

The Interim SUSMP identifies ten (10) separate “Project Categories”, which are cited as anticipated or potential sources of storm water pollution based upon a particular land use and specific site conditions. By identifying pollutant sources and the impairments to the receiving waters; a project may effectively mitigate storm water impacts, to the Maximum Extent Practicable (MEP) through the implementation of Low Impact Development (LID) practices and the appropriate application of a combination of Source Control, Site Design, and Treatment Control BMPs. Project Categories and General Pollutant Categories appear in Table 3 of the Interim SUSMP.

2.2.3 Best Management Practice Requirements

There are established minimum design requirements for all development projects, which are discussed in Section 4.4.3 of the 2008 JURMP. In addition, the Land Use Planning Element of the General Plan contains policies to protect water quality that are reflected in Section 4.2.3 of the 2008 JURMP. During the latter part of this reporting period (i.e. March 2008), the City adopted an Interim SUSMP which contains several new storm water requirements. The BMP requirements were influenced by the inclusion of the LID practices and the phased introduction of the Hydromodification Plan (HMP) as part of the Municipal Permit.

LID practices are included in the Site Design BMP discussion of the Interim SUSMP. The addition of LID practices lends direct support to the HMP component by providing a broad spectrum of design concepts aimed at minimizing the introduction of pollutants and offsetting the conditions of concern associated with impacts to the hydrologic regime.

The Interim SUSMP also includes Treatment Control BMP discussion which provides a direct correlation to pollutant types and physical characteristics that enable transport. This information assists the design professional in developing an effective BMP “treatment train” and facilitates the pursuit of the MEP standard. The Interim SUSMP is available at the City of Oceanside – Engineering Division counter or may be downloaded from the City website at <http://www.oceansidecleanwaterprogram.org/pdf/OceansideSUSMP.pdf>

2.2.4 Program Implementation

The General Plan has been adopted by the City Council and is a legally binding document; the City of Oceanside is required to abide by its policies. In addition to the General Plan, the City addresses water pollution through implementation of its Municipal Code. Chapter 40 of the

Municipal Code is the Urban Runoff Management and Discharge Control Ordinance and is commonly referred to as the Storm Water Ordinance. The Ordinance contains multiple references to the SUSMP. The City first adopted the SUSMP in 2002 as a condition of the governing Municipal Permit. The document was based on a regionally developed Model SUSMP. More recently, the SUSMP was revised to conform to the 2007 Municipal Permit and was adopted in March 2008 as the Interim SUSMP.

All new development and redevelopment projects will be subject to the priority project or standard project provisions in this Interim Local SUSMP, subject to the lawful prior approval provisions of the Municipal Permit. Development projects deemed not to be a threat to storm water quality, per the City's Urban Runoff Assessment form and on a case-by-case basis, may be exempt from SUSMP requirements. The Interim SUSMP was developed to address post-construction urban runoff pollution from various types of development projects. Certain categories of development projects were deemed more likely to discharge pollutants and are defined as Priority Development Projects (Priority Project) and are subject to additional storm water requirements. As part of the design process, Priority Projects must submit post-construction BMP plans, known as Storm Water Mitigation Plans (SWMPs). These SWMPs must list the BMPs proposed to address the potential pollutants likely to be generated by the development and conditions of concern typically associated with the type of development.

Details on the completed and planned SUSMP updates may be found in Section 4.4.4.4 of the 2008 JURMP. In addition, information pertaining to the legal authority to implement a storm water program is located in Section 2 of the 2008 JURMP.

2.3 Environmental Review Process

The City has evaluated its established environmental review process for all development projects to determine compliance with the new Municipal Permit. The City guides the developers through the filing necessary documents and identifies which reports are required to be submitted and approved before development may begin. The current environmental review process places emphasis on the evaluation of water quality impacts and related issues that may result from the project development.

The Planning Division and Engineering Division of the Development Services Department are responsible for reviewing development projects for conformance with storm water requirements. The City will continue to assess all development and redevelopment projects for compliance with the California Environmental Quality Act (CEQA) by reviewing the Environmental Initial Study checklist completed by each project applicant. A copy of this checklist is included in Appendix D of the 2008 JURMP. The checklist contains questions to evaluate potential negative impacts on receiving water bodies. Projects which are determined to have "potentially significant impacts" to the surrounding environment and receiving waters are required to prepare Environmental Impact Reports (EIRs) for City review. Development projects that do not need to prepare EIRs are allowed to proceed to the next phase of the approval process.

During the development of the 2008 JURMP the City evaluated its current established environmental review process for all new development and redevelopment projects to determine compliance with the new Municipal Permit. The City determined that the current environmental

review process adequately addresses the requirements of the Municipal Permit. While the specific requirements evaluated during the environmental review process are expected to change periodically, the basic review structure did not require revision during this reporting period. Details of the current environmental review process are provided in Section 4.3 of the City's 2008 JURMP update.

2.4 Development Project Approval and Verification Process

2.4.1 Background

The City has an established administrative and discretionary approval processes that provide multiple reviews by the Planning and Engineering Divisions. The Planning Division is responsible for determining acceptable land uses, development constraints, and identifying environmental issues. The Engineering Division is composed of various disciplines (i.e., Engineering Improvements, Grading and Drainage, Water and Sewer Utilities, Hydrology, Geotechnical, Storm Water, Traffic, and Landscape), which perform a coordinated review of all project applications. In addition, the Building Division coordinates with Storm Water Document Review to ensure that new development, remodeling projects, additions, or demolitions are reviewed for compliance with storm water regulations. The Fire Department also performs multiple reviews and notifies the appropriate division in the event of a discrepancy or nonconformance. The coordinated involvement of all Divisions and disciplines provides an elevated degree of assurance that all projects are subjected to thorough scrutiny as part of the normal review process. Particulars surrounding the project approval and process verification are discussed in the following sections.

2.4.2 Source Characterization

Understanding and identifying pollutant sources is a basic component in developing a comprehensive storm water mitigation program. Sufficient data exists to support the claim that a particular land use will generate, or potentially generate, certain types of pollutants.

Table 3 of the Interim SUSMP identifies ten (10) individual "Project Categories" that are known to contribute pollutants based upon land use type. The pollutants associated with various land uses are categorized as being anticipated or potential; depending on site specific conditions. All projects, i.e. Priority Development and Standard Development Projects, are required to identify "Pollutants of Concern from the Project Area" as part of the SWMP or Runoff Assessment Report (RAR). Once identified, the project shall implement appropriate BMPs to mitigate the pollutants generated by the project area. The Project Categories and General Pollutant Categories appear in Table 3 of the Interim SUSMP.

2.4.3 Best Management Practice Requirements

The Municipal Permit dictates minimum BMP requirements for all new development and redevelopment projects. The requirements are included in the City Storm Water Ordinance and Interim SUSMP and shall include, but not be limited to, the implementation of the following BMPs and LID practices by the project proponent:

- Source control BMPs that reduce storm water pollutants of concern in urban runoff, including storm drain stenciling and signage, properly designed outdoor material storage

areas, properly designed trash storage areas, and implementation of efficient irrigation systems;

- Low Impact Development (LID) BMPs where feasible to maximize infiltration, provide retention, slow runoff, minimize impervious footprint, direct runoff from impervious areas into landscaping, and construct impervious surfaces to minimum widths necessary;
- Buffer zones for natural water bodies, where feasible. Require the project proponent to implement other types of buffers such as trees or access restrictions where conventional setbacks are not feasible;
- Measures to mitigate discharges of pollutants that result during grading or construction activities as specified in the Section D.2 of the Municipal Permit; and
- Submittal of a mechanism under which ongoing long-term maintenance of all structural post-construction BMPs will be conducted.

These minimum storm water BMP requirements are an integral part of the City standard conditions of approval and are required of all projects receiving discretionary permits. The City will not support the entitlement of a project or issue development permits until the appropriate Interim SUSMP documents are reviewed by City staff and approved by the City Engineer. Any subsequent changes that affect the approved BMPs will be subject to an amendment process that includes review by City staff and approval by the City Engineer.

2.4.4 Program Implementation

2.4.4.1 SUSMP Revision

During this reporting period the City adopted an Interim SUSMP which includes revisions that conform to the requirements of the Municipal Permit. In addition, a permanent full-time staff member was added to the Engineering Division; assigned with the task of reviewing SUSMP documents for conformance with the Interim SUSMP and for ensuring that related engineering plans are consistent with the approved SUSMP documents.

The most significant changes to the SUSMP are related to LID practices and the Hydromodification Plan (HMP). At present, the City is collaborating with the other Copermittees to adopt a detailed Hydromodification Plan (HMP) by participating in shareholder meetings and sessions of the HMP TAC. The final HMP is not expected to be complete until the middle of 2009; however, the City has established and will continue to implement Interim Hydromodification Criteria until the final HMP is approved.

There are provisions in the Interim SUSMP that require the project to evaluate the conditions of concern as determined in a drainage study report. The drainage study report considers the project location with respect to the entire watershed, topography, soil and vegetation conditions, percent impervious area, natural and infrastructure drainage features, and other relevant hydrologic and environmental factors. The drainage study report is also required to discuss watershed conditions based upon field observations and provide an evaluation of future impacts based upon the findings and the proposed development.

The drainage study report shall compute rainfall runoff characteristics from the project area including, at a minimum, peak flow rate, velocity, time of concentration, and total runoff volume or detention volume. These characteristics shall be developed for the 2- year, 10-year, and 100-year frequency, six-hour or 24-hour, Type I storm for the coastal areas of San Diego County (as described in the San Diego County Hydrology Manual, September 2002). The largest peak flow shall be included in the drainage study report.

There are existing provisions in the SUSMP which parallel the HMP requirements for demonstrating that no adverse impacts to the downstream habitats or channels will occur as a result of development. These SUSMP provisions remain in effect for all projects during this interim period. Currently, all Priority Projects disturbing 50 or more acres are required to comply with the Interim Hydromodification Criteria, except for those sites that are considered exempt as described in Section D.1(6) of the Municipal Permit. There are no active projects in the City of Oceanside that are disturbing more than 50 acres during this reporting period. The City Interim Hydromodification Criteria and a time table for development of the HMP are located in Sections 4.4.3.1 and Section 4.4.4.4, respectively, of the 2008 JURMP.

The Municipal Permit includes LID practices. The addition of LID practices lends direct support to the HMP component by providing a broad spectrum of design concepts aimed at minimizing the introduction of pollutants and offsetting the conditions of concern associated with impacts to the hydrologic regime. LID practices are included in the Site Design BMP discussion of the Interim SUSMP.

Another inclusion from the Municipal Permit to the Interim SUSMP is a Treatment Control BMP discussion which provides a direct correlation to pollutant types and physical characteristics that enable transport. This information assists the design professional in developing an effective BMP “treatment train” and facilitates the pursuit of the MEP standard. The Interim SUSMP is available at the City of Oceanside – Engineering Division counter or may be downloaded from the City website at <http://www.oceansidecleanwaterprogram.org/pdf/OceansideSUSMP.pdf>

2.4.4.2 SUSMP Document Review

Each new development and redevelopment project is required to complete the Urban Runoff Threat Assessment Form – Attachment D of the Interim SUSMP. The form and associated development plans provide staff with information to perform a SUSMP determination. SUSMP determinations are performed on a case-by-case basis. A SUSMP determination typically places the vast majority of projects into a Priority Development or Standard Development category.

A very limited number of projects are not required to submit a SUSMP document and are noted as SUSMP exemptions. A SUSMP exemption differs from a SUSMP waiver of infeasibility. The City has never granted a waiver of infeasibility to a Priority Project and does not anticipate granting waivers in the future; however, if waivers are necessary, the City may elect to develop a waiver mitigation program. The waiver mitigation program would collect funds from projects that receive waivers and use the funds on programs to improve water quality in the project watershed.

A project with a SUSMP exemption is not categorized as a Priority or Standard Project; is not subject to permanent storm water requirements, and does not have a greater than “low” threat to water quality construction prioritization, pursuant to Section 1, Part A and Part B of the Urban Runoff Threat Assessment Form. Projects which are granted a SUSMP exemption typically involve incidental construction with negligible ground disturbance. Examples include the addition of an antenna to an existing cellular tower or interior tenant improvements to an existing building.

The overwhelming majority of new development and redevelopment projects are subject to the provisions of the Interim SUSMP. Projects are identified as Priority Development or Standard Development projects based upon land use categories and applicability of permanent storm water BMPs pursuant to Section 1 of the Urban Runoff Threat Assessment Form.

2.4.4.3 Priority Projects

Priority Projects are required to obtain an approved Storm Water Mitigation Plan (SWMP) as part of the entitlement process. The items required in a SWMP are described in Section 2.2.2 of the Interim SUSMP. In summary, Priority Projects must determine the Primary Pollutants of Concern based upon source characterization and impacts to the 303(d) impaired receiving waters. This category of development is required to provide Source Control BMPs while implementing LID practices and Site Design BMPs. The project must incorporate Structural Treatment Control BMPs into the site development. The selected Treatment Control BMPs must have a medium to high removal efficiency for the identified Primary Pollutants of Concern. The Treatment Control BMPs with low pollutant removal efficiencies are not permissible in the City of Oceanside.

Priority Projects must also have an approved Operation and Maintenance Plan (O&M Plan) and enter into a Storm Water Facilities Maintenance Agreement (SWFMA) to ensure the long-term maintenance and operation of the Treatment Control BMPs. The City Engineer will not consider Priority Project structural Treatment Control BMPs “effective,” and therefore will not accept storm water BMPs as meeting the MEP standard, unless a mechanism is in place that will ensure ongoing long-term maintenance of all structural BMPs. This mechanism shall be proposed by the project proponent as part of the SWMP and will be refined through the City’s review process until satisfactory verification of maintenance is provided to the City Engineer. Such verification may include but is limited to covenants, legal agreements, maintenance agreements, and/or conditional use permits. A security may be required.

2.4.4.4 Priority Project Example

An example of a Priority Project is the Camino Town & Country Shopping Center (South) (Discretionary Permit No. P-4-07 and D-3-70REV.05). The project represents a commercial redevelopment site and encompasses a 4.4 acre watershed. The site is divided into two distinct drainage basins based upon restaurant and parking lot land uses. The project Site Design BMPs include minimizing impervious area, maximizing rainfall interception, and minimizing directly connected impervious areas.

The project incorporates a number of Source Control BMPs which include prohibitive dumping signage and stenciling, outdoor and trash storage areas designed to reduce pollutant introduction. The Center also incorporates an efficient irrigation system and landscape design.

The Treatment Control BMPs are designed to mitigate the nutrients and bacteria indicators. The restaurant component is isolated from the surrounding watershed by a trench drain. Low-flows are captured in the drain and conveyed to a proprietary underground detention facility. The detained flows represent the 85th percentile volume for the restaurant watershed. Runoff contained in the detention facility is conveyed to a proprietary self-contained wetland Treatment Control BMP marketed under the trade name “StormTreat™”. The treated flows are directed by underground private storm drain to an existing grated curb inlet. The grated curb inlet captures flows from the upstream parking lot. The combined parking lot and treated restaurant flows are conveyed by private storm drain to a “Nutrient Separating Baffle Box™”; a proprietary linear hydrodynamic separator. The treated flows form a confluence with an MS4 which conveys runoff from the larger area-wide watershed to a stable, established outfall location on the northern bank of the Buena Vista Creek.

2.4.4.5 Standard Projects

Standard Projects are required to obtain an approved Runoff Assessment Report (RAR). The items required in a RAR are listed in Section 2.2.2 of the Interim SUSMP. Standard Projects must also identify the anticipated and potential pollutants based upon land use. The projects are required to implement Source Control and Site Design BMPs, and LID practices. Standard Projects are not required include Treatment Control BMPs. As such, the projects are not required to provide an O&M Plan or enter into a SWFMA.

2.4.4.6 Adequacy of Proposed Plans

The City Engineer will review submitted SUSMP documents and other relevant plans for compliance with the applicable SUSMP requirements. The City Engineer may approve proposed alternatives to the BMP requirements in the City’s SUSMP if they are determined to be applicable and equally or more effective. Additional analysis or information may be required to enable staff to determine the adequacy of proposed BMPs and will be requested as part of a staff review cycle. The SWMP or RAR will be deemed complete when the City Engineer determines that the project complies with the Interim SUSMP. Project status is tracked by database and confirmed by hardcopy records.

2.4.4.7 Inspection

The City has compiled Treatment Control BMP information for all approved Priority Projects. All installed Treatment Control BMPs are regularly inspected by City inspectors to ensure intended function and proper maintenance. Inspection frequencies are based on the project’s assigned Threat to Water Quality (TTWQ) as determined by Interim SUSMP Attachment D, the Urban Runoff Threat Assessment form. The Municipal Permit dictates that high priority sites shall be inspected annually and medium priority sites are to be inspected every two-years. Low priority site are inspected as needed. In addition, the Municipal Permit requires a minimum of 20% of the total number of projects with approved Treatment Controls and a maximum of twice the average number of projects with Treatment Control BMPs approved per year will be inspected annually. The Municipal Permit dictates 50% of all medium priority sites with

drainage inserts will be inspected annually. City Inspection staff performed a total of 41 SUSMP inspections during this reporting period.

It is the responsibility of the inspection staff to ensure that all BMPs proposed for the project have been built according to the construction plans before signing off on each stage of construction. The inspectors will use the project's plans to identify any missing or incorrectly installed structural BMPs and deny approval for sites with observed problems. City Staff inspected all Priority Projects subject to SUSMP requirements prior to occupancy to ensure that all LID, Source Control, and Treatment Control BMPs proposed for the project have been constructed in compliance with all approved plans and City permits and ordinances. Inspections of Priority Project sites prior to occupancy allows the City to verify that all BMPs are in place before any anticipated pollutants associated with the occupied use of the site are generated.

Since installation of structural BMPs will be closely inspected and signed off during regular grading and building inspections, the City does not expect major deficiencies in BMP installation to be found once construction is completed. However, some Treatment Control BMPs, such as filter inserts, are usually installed post-construction and thus may not be checked during grading and building inspections. To address this, correct BMP installation is also examined during the final project inspection, and building inspectors sign off on the final "red line" drawings that include any approved changes that were made to the plans during the course of construction. This provides City personnel with the ability to check the constructed project against the approved storm water documents. If any BMP, including filter inserts, is noted to be missing or incorrectly installed by City inspectors during or upon completion of construction, the City will require project to correct BMP deficiencies.

Inspections will include examination of all Treatment Control BMPs at the site to verify that each Treatment Control BMP is in working order, being maintained properly, and is in compliance with all applicable City ordinances and permits. Inspection findings will be documented by the inspector using the City of Oceanside Treatment Control BMP Inspection form in Appendix D of the 2008 JURMP. Deficiencies in Treatment Control operation and maintenance are noted during the inspection, the responsible party is notified and appropriate enforcement actions take place as described in Section 4.4.4.9 of the 2008 JURMP, in order to achieve compliance. Inspection findings and follow-up actions for Treatment Control inspections are included in the City Treatment Control BMP tracking database.

The City will require annual verification of proper maintenance of all treatment control BMPs by the responsible party for maintenance prior to the start of the rainy season. The City requires all Priority Projects to include Operation and Maintenance checklists and a self-inspection log for the site's Treatment Control BMPs found in the project SWMP. The City will require these forms to be completed by the site's responsible party and be submitted to the City annually. The annual maintenance verification of Treatment Controls by the party responsible for maintenance is unlike any current program within the City. Due to this circumstance, the City anticipates re-evaluation its annual maintenance verification procedure to conform to current Municipal Permit requirements.

The City will use a variety of enforcement methods to ensure storm water requirements for all development projects within the City's jurisdiction are implemented. Enforcement measures will escalate with continued violations as necessary. A detailed description of the different enforcement measures used by the City of Oceanside to enforce its storm water regulations can be found in Section 2 of the 2008 JURMP.

The current plan check process includes steps to enforce the implementation of development requirements during construction. Since all Treatment Control BMPs are required to be shown on the project's plans, inspectors check to make sure these BMPs have been correctly installed during their routine inspections. Errors in BMP installation are noted during plan checks. Projects are required to promptly correct errors until BMP installation is consistent with the approved plan.

Enforcement of post-construction BMP maintenance after occupancy will include verbal and written warnings and monetary penalties. All enforcement actions will be documented appropriately in the development project's database file. If a development site receives frequent citations or is not responsive to previously issued enforcement actions, more severe actions, such as court actions, will be used as necessary. Details surrounding the City Treatment Control BMP inspection program may be found in Section 4.4.4.7 of the 2008 JURMP.

2.4.4.8 2007-2008 SUSMP Document Submittal and Review Summary

Numerous SUSMP document reviews were performed during the 2007-2008 reporting period. There were 184 Priority Project SWMP submittals which prompted 374 reviews with a total 36 projects receiving approval. Projects which Amended previously approved SWMPs from this reporting period and others; totaled 26 project Amendment submittals resulting in 53 reviews and yielding 22 approved SWMP Amendments.

There were a total of 12 Standard Projects which submitted RARs during the reporting period. The project submittals generated a total of 19 reviews; resulting in 4 projects receiving an approved RAR.

During the reporting period there were 27 Priority Projects that submitted O&M plans as part of the final engineering component. There were a total of 67 reviews performed with a total of 18 O&M Plans receiving approval. The SWMFA is typically submitted with O&M Plan. Some projects elect to "trail" the SWFMA submittal. During this reporting period 16 SWFMAs were submitted, prompting 30 reviews, resulting in 9 approved agreements.

All projects are subject to a SUSMP Determination. The determination process places the majority of developments into Priority Projects or Standard Projects. A small number of projects were found to be exempt from SUSMP requirements. Projects which are granted a SUSMP exemption typically involve incidental construction with negligible ground disturbance. Examples of projects that are eligible to receive an exemption include interior tenant improvements to an existing structure or the addition of an antenna to an existing cellular tower.

A SUSMP exemption differs from a SUSMP waiver of infeasibility. The City has never granted a waiver of infeasibility to a Priority Project and does not anticipate granting waivers in the future; however, if waivers are necessary, the City may elect to develop a waiver mitigation

program. The waiver mitigation program would collect funds from projects that receive waivers and use the funds on programs to improve water quality in the project watershed. There were no SUSMP waivers of infeasibility granted during this reporting period. See Table 2-1 for more detail on project submittals and review results.

Table 2-1. 2007-2008 SUSMP Document Submittal and Review Summary

File Number(s)	Project Name	Type of Development	Number of Reviews in FY 07-08	Approved in FY 07-08 (Y/N)
SWMPs				
D-10-07	Walk Residence	Residential	1	N
T-9-05	Del Oro Heights	Residential	4	N
D-7-07	Roberson's Batch Plant	Commercial	1	N
D-23-06	El Camino Executive Centre	Commercial	3	N
P-4-07	Target Center Revision	Commercial	3	N
ACP-11-06	610 S. Cleveland Street	Residential	2	N
P-14-06	Bayberry Drive	Residential	2	N
T-11-04	Lusardi Capistrano	Commercial	5	N
T-6-06	Vista Pacific	Residential	3	N
RC-28-06	Laguna Pacifica Revision	Residential	1	N
D-12-01 Rev07	Canyon Plaza	Commercial	2	N
P-7-06	Oceanside Pavilion	Commercial	4	N
P-1-07	El Camino Medical Condo	Commercial	5	Y
D-29-06	Pacific Coast Business Park A	Commercial	4	Y
D-30-06	Pacific Coast Business Park B	Commercial	4	Y
D-31-06	Pacific Coast Business Park C	Commercial	4	Y
C-30-07	Von Dutch Kustom Cycles	Commercial	1	N
D-11-03	Mohsen Fuel	Commercial	3	N
T-3-05	Mesa Ridge	Residential	1	N
D-6-07	The Fellowship Center	Commercial	1	N
D-25-06	Pacific View Medical Office	Commercial	3	N
T-11-05	Liberty Walk Phase1	Commercial	4	Y
T-11-05	Maxson Country Club	Commercial	4	Y
RC-19-07	1611 S. Pacific St	Residential	2	Y
RC-21-07	Walker Chapel Revision	Commercial	1	N
T-3-06	3003 Guajome Road		2	N
ACP-7-07	South Coast Scooters	Commercial	1	N
D-3-93rev07	King of Kings	Commercial	1	N
D-24-06	Eternal Hills	Commercial	3	N
RC-20-07	Caufield Addition	Residential	1	N
P-13-99	Mizukami / Kerkoff Residence	Residential	1	N
ACUP-13-07	Sprint @ 420 N. El Camino	Commercial	1	N
D-24-04rev07	Pacific View Charter School	Commercial	1	N
P-8-07	Palm Tree Plaza PM	Commercial	1	N
C-33-07	Jump and Co., Inc	Commercial	1	N
ADP-4-07	McCloskey Residence	Residential	2	N
ACUP-12-07	Sprint/Nextel @ Mesa Dr	Commercial	1	N
P-7-07	Seagate Parcel 10	Commercial	1	N
E-1-06	Coates Property	Residential	1	N
D-2-85Rev.08	Presidio Condos	Residential	2	N
P-1-03	Oceanside Gateway Business Park	Commercial	1	N
D-3-79 Rev05	Town & Country Center	Commercial	2	Y
ACP-9-07	Kong Residence	Residential	1	N

RC-23-07	1801 S. Pacific Street	Residential	1	N
P-2-05	Avocado Road PM	Residential	1	N
C-35-07	Ben's Recycling	Commercial	1	N
C-38-01REV07	24-Hr CVS	Commercial	1	N
P-4-06	Oceanside Pavilion	Commercial	5	N
D-2-93	New Venture Christian Fellowship	Commercial	4	Y
ADP-2-06	Loma Alta Creekside	Commercial	4	Y
D-30-05	Smith/Spitz Revision	Residential	1	N
T-6-05	Guajome Crest Homes	Residential	5	Y
T-201-07	Tradewinds	Residential	2	Y
D-6-03Rev08	Oceanside Gateway Parcel 1	Commercial	1	N
E-1-08	Regottie Residence	Residential	1	N
ACUP-1-08	SIFT Workout	Commercial	1	N
T-200-07	Hyatt	Commercial	2	N
ADP-1-08	McKay Residence	Residential	1	N
P-204-07	516 S. The Strand	Residential	1	Y
RC-12-03Rev08	Enright Extension	Residential	1	N
D-8-07	La Pacifica 2	Residential	4	Y
ADP-3-05	4000 Vista Way, LLC	Commercial	1	N
C-7-97 Rev07	Ocean's 11	Commercial	1	N
C-24-04 Rev08	Coastline Baptist Church	Commercial	1	N
D-32-06	VDO Medical	Commercial	4	N
T-12-04	Oceanpointe	Residential	6	Y
D-11-06	Community Lutheran Church	Commercial	4	Y
T-203-06	City Mark Block 5	Commercial	3	Y
T-203-06	City Mark Block 18	Commercial	3	Y
T-203-06	City Mark Block 19	Commercial	3	Y
T-203-06	City Mark Block 20	Commercial	3	Y
T-203-06	City Mark Block 21	Commercial	3	Y
AAP-1-08	Balma Residence	Residential	1	N
P-3-07	Bahama Garden	Residential	1	N
RC-4-08	500 Motors	Commercial	1	N
ACUP-3-08	Omnipoint communication	Commercial	1	N
ACUP-9-08	Sprint @ Mission Center	Commercial	1	N
ACUP-11-08	Sprint @ King of Kings	Commercial	1	N
ADP-6-06	Elfens Children's School	Commercial	1	N
D-8-08	Oceanside Airport Park Development	Commercial	1	N
ACUP-6-08	Payless Shoes	Commercial	1	N
D-9-08	VA Clinic @ Seagate	Commercial	1	N
C-14-08	Susie's Place	Commercial	1	N
RC-2-06	MacDonald Residence	Residential	1	N
D-12-01	Jack in the Box	Commercial	1	N
D-29-05	Mission & Douglas	Commercial	3	N
ACUP-11-07	Ominpoint Comm, DBA T-Mobile	Commercial	1	N
P-11-05	Essex Rcho Del Oro Time Extension	Commercial	1	N
RC-17-07	829 S. Pacific St, Lot 16	Residential	1	N
D-5-08	Windstar Ocean Ranch 19	Commercial	2	N
ACUP-08-05	2605 Temple Heights - Sprint Renewal	Commercial	2	N
ACP-1-08	2049 S. Nevada Street	Residential	2	N
RC-6-08	1618 S. Pacific Street	Residential	1	N
T-2-06	Avocado Highlands	Residential	4	N
V-2-08	Northrop Variance	Residential	1	N
RC-2-04REV08	1709 S. Pacific Street	Residential	1	N

D-3-07	Cassidy Plaza	Commercial	1	N
V-12-07	825 S. Pacific	Residential	1	N
P-18-04TE08	Taylor Subdivision Time Extension	Residential	1	N
D-28-06	Amazon Bikes	Commercial	2	N
D-3-08	Melrose Station Commercial Center	Commercial	2	N
D-22-06	1552 Mission Square	Commercial	3	N
ACUP-4-08	Best Western - Sprint renewal	Commercial	3	N
T-7-04TE08	Bella Terra Townhomes Time Extension	Commercial	2	N
C-16-08	Treescaping Sprint Renewal	Commercial	1	N
RC-12-07	823 S. Pacific Street	Commercial	3	Y
C-21-08	Ocean Health Clinic	Commercial	1	N
D-4-08	Pacific Coast Medical Center	Commercial	2	N
C-34-07	Walker Chapel	Commercial	3	N
P-7-08	Hahn PM	Residential	1	N
D-5-07	Villa at Mission SLR	Commercial	3	N
ACP-4-08	Cavalier Mobile Estates Storage	Commercial	1	N
D-15-07	MSLR Parking Lot Improvement	Commercial	2	N
ADP-2-07	Downs Residence	Residential	2	N
C-25-08	Euro Institute of Skin Care	Commercial	1	N
ADP-6-07	Elfens Children's School	Commercial	2	N
P-1-86	Rancho del Oro, Parcel 9 GP2831	Commercial	1	N
ACUP-12-08	ATT Cingular @ 6534 Indian Trails	Commercial	1	N
P-202-08	Hughes Residence	Residential	3	Y
P-201-08	Lauer Residence	Residential	2	Y
P-203-08	Pacific View Villas	Residential	1	N
T-202-07	Pacific Blue Residences	Residential	2	N
City Project	Seawater Desal Pilot	Commercial	1	N
P-4-08	Windstar Lot 19 (Ocean Ranch 19)	Commercial	3	N
T-7-05	Clublife	Commercial	4	Y
ADP-3-08	202 S. El Camino Real	Residential	1	N
D-1-08	Mission Animal & Bird Hospital	Commercial	3	N
ACUP-14-08	Oceanside CrossFit	Commercial	1	N
D-13-07	Fawcett Residence	Residential	3	Y
P-12-01	Hensel Parcel Map	Residential	1	N
T-16-02	Rancho Vista	Residential	4	N
RC-205-08	Mobile Service Station	Commercial	1	N
P-3-08	Pacific Coast Med Center	Commercial	4	Y
P-15-04TE08	Robertson Time Extension	Residential	1	N
D-27-02REV08	1302 S. Pacific St REV	Residential	1	N
D-17-04REV08	Pacific Coast Business Park Revision	Commercial	1	N
RC-11-07	825 S. Pacific Street	Residential	1	N
P-19-06	Lil' Jackson Senior Community	Commercial	3	N
D-26-05	Adobe Estates	Residential	2	N
D-10-07	Walk Residence	Residential	1	N
T-9-05	Del Oro Heights	Residential	4	N
D-7-07REV08	Roberson's Batch Plant	Commercial	1	N
D-23-06	El Camino Executive Centre	Commercial	3	N
P-4-07	Target Center Revision	Commercial	3	N
ACP-11-06	610 S. Cleveland Street	Residential	2	N
T-11-04	Lusardi Capistrano	Commercial	5	N
T-6-06	Vista Pacific	Residential	3	N

RC-28-06	Laguna Pacifica Revision	Residential	1	N
D-12-01 Rev07	Canyon Plaza	Commercial	2	N
P-7-06	Oceanside Pavilion	Commercial	4	N
P-1-07	El Camino Medical Condo	Commercial	5	Y
D-29-06	Pacific Coast Business Park A	Commercial	4	Y
D-30-06	Pacific Coast Business Park B	Commercial	4	Y
D-31-06	Pacific Coast Business Park C	Commercial	4	Y
ACUP-10-07	AT&T @ Tri-City	Commercial	1	N
D-11-03	Mohsen Fuel	Commercial	3	N
T-3-05	Mesa Ridge	Residential	1	N
D-6-07	The Fellowship Center	Commercial	1	N
D-25-06	Pacific View Medical Office	Commercial	3	N
T-11-05	Liberty Walk Phase1	Commercial	4	Y
T-11-05	Maxson Country Club	Commercial	4	Y
RC-19-07	1611 S. Pacific St	Residential	2	Y
C-57-05	Sprint @ 4700 Mesa Dr	Commercial	1	N
RC-21-07	Walker Chapel Revision	Commercial	1	N
ACP-7-07	South Coast Scooters	Commercial	1	N
C-32-07	The Wine Cellar	Commercial	1	N
D-3-93rev07	King of Kings	Commercial	1	N
D-24-06	Eternal Hills	Commercial	3	N
RC-20-07	Caufield Addition	Residential	1	N
P-13-99	Mizukami / Kerkoff Residence	Residential	1	N
D-24-04rev07	Pacific View Charter School	Commercial	1	N
P-8-07	Palm Tree Plaza PM	Commercial	1	N
ADP-4-07	McCloskey Residence	Residential	2	N
P-7-07	Seagate Parcel 10	Commercial	1	N
V-11-07	Sandifer Variance	Residential	1	N
RC-8-07	Bahama Garden	Residential	1	N
D-9-07	Cleveland Street Five	Residential	1	N
D-35-06	Melrose Commercial Center	Commercial	4	Y
P-2-92	Wal-Mart Expansion	Commercial	3	Y
D-10-1980	North County Place	Commercial	1	N
E-1-06	Coates Property	Residential	1	N
D-2-1985	Presidio Condos	Residential	2	N
P-1-03	Oceanside Gateway Business Park	Commercial	1	N
D-3-79 Rev05	Town & Country Center	Commercial	2	Y

Total SWMP Project Submittals: 184 Total SWMP Reviews: 374 Total SWMPs Approved: 36

SWMP Amendments/Addendums

RC-16-03	Stroud Residence	Residential	2	Y
T-13-02	Ocean Heights Estates	Residential	2	Y
T-7-04	Bella Terra	Residential	2	N
D-16-02	Union Plaza Parking	Commercial	2	Y
T-203-04	Portola Mixed Use Project	Mixed-use	2	Y
T-201-02	Nevada Manor	Residential	2	Y
RC-16-03	1507 S. Pacific Street	Residential	2	Y
T-203-05	314 S. The Strand	Residential	2	N
RC-206-04	Holiday Inn / Hotel	Commercial	2	Y
D-6-03	Oceanside Gateway Business Park Par 2 - 4	Commercial	2	Y
D-6-03	Oceanside Gateway Business Park	Commercial	2	Y

D-31-05	Ocean Ranch Lot 15	Commercial	2	Y
P-12-02	Schnell	Commercial	2	Y
T-201-05	Montego Condos	Residential	2	Y
D-1-06	Oceanview Plaza Lot 3	Commercial	3	Y
RC-28-06	Laguna Pacifica	Residential	1	Y
P-4-07	Camino Town & Country (South)	Commercial	1	N
D-24-06	Eternal Hills	Commercial	2	Y
D-4-01	Barnwell Road-Hyta	Residential	3	Y
RC-14-06	1623 S. Pacific	Residential	2	Y
P-21-06	Pac Coast Business Park - Park B	Commercial	2	Y
P-22-06	Pac Coast Business Park - Park C	Commercial	2	Y

Total SWMP Project Amendments: 26 Total SWMP Amendment Reviews: 53
Total SWMP Amendments Approved: 22

D-3-05	Tri-City Towers Parking	Commercial	1	N
D-15-07	MSLR Parking Lot Improvement	Commercial	1	N
P-202-07	702 N. The Strand	Residential	1	N
D-2-08	3361 Mission Ave	Residential	1	N
P-202-07	702 N. The Strand	Residential	2	Y
RC-201-08	Fraser Covell	Residential	2	Y
D-1-06	Oceanview Plaza Lots 1 & 2	Commercial	3	Y
GPA-2-07	Mission View Manor Lot	Residential	1	N
P-208-06	807 N. Pacific Street	Residential	1	Y
D-8-99REV07	Singh Farms	Commercial	3	N
E-2-08	Jackson Residence	Residential	1	N
P-3-07	Bahama Gardens	Residential	2	N

Total RAR Projects Submitted: 12 Total RAR Reviews: 19 Total RARs Approved: 4

O&M Plans

RC-23-06	Firtel Residence	Residential	3	N
D-16-02	Union Plaza Parking	Commercial	2	Y
T-203-04	Portola Mixed Use Project	Mixed-use	2	Y
P-2-92	Wal-Mart Expansion	Commercial	1	Y
RC-16-03	1507 S. Pacific Street	Residential	2	Y
T-203-05	314 S. The Strand	Residential	1	N
D-2-93	New Venture Christian Fellowship	Commercial	4	Y
D-28-05	Essex Rancho Del Oro	Commercial	3	Y
D-19-03	Union 76 Oceansider	Commercial	2	Y
T-201-05	Montego Condos	Residential	3	Y
RC-206-04	Holiday Inn	Commercial	2	Y
T-5-06	Libby Lake Village	Residential	3	Y
P-19-05	Pacific Tides Condos	Residential	4	Y
T-3-04	North River Village	Mixed-use	3	Y
D-4-01	Barnwell	Residential	2	Y
D-3-79 Rev05	Town and Country	Commercial	2	N
D-29-05	Mission & Douglas	Commercial	3	N
P-2-08	1213 S. Pacific Street	Residential	1	N
P-22-06	Pacific Coast Business Park C	Commercial	3	Y
P-21-06	Pacific Coast Business Park B	Commercial	3	Y
P-200-07	412 S. The Strand	Residential	1	N
D-88-99Rev07	Singh Property	Commercial	3	N
P-20-06	Pac Coast Business Park Park B	Commercial	1	N
RC-19-07	1611 S Pacific Street	Residential	2	N

D-8-07	OR La Pacifica PH2, Lot 11	Commercial	3	Y
T-5-04	2137 Willowbrook Drive	Residential	4	Y
D-12-01	Jack in the Box	Commercial	4	Y

Total O&M Plan Projects Submitted: 27 Total O&M Plan Reviews: 67 Total O&M Plans Approved: 18

SWFMAs

T-203-04	Portola Mixed Use	Mixed-use	2	N
D-28-05	Essex Rancho del Oro	Commercial	2	N
P-1-03	Oceanside Gateway Business Park	Commercial	2	Y
D-29-06	Pacific Coast Business Park A	Commercial	1	N
D-30-06	Pacific Coast Business Park B	Commercial	2	Y
D-31-06	Pacific Coast Business Park C	Commercial	2	Y
T-15-05	Thunderbird	Residential	1	N
RC-19-07	1611 S. Pacific	Residential	2	N
D-31-05	Ocean Ranch Corp Ctr. II Lot 15	Commercial	2	Y
D-8-07	Ocean Ranch La Pacifica Lot 11	Commercial	2	N
T-5-04	2137 Willowbrook Drive	Residential	2	Y
D-19-03	Union 76, Oceansider	Commercial	2	Y
T-5-06	Libby Lake Village	Residential	2	N
P-19-05	Pacific Tides	Residential	2	Y
RC-207-04	Chevron	Commercial	2	Y
T-1-06	Loma Alta Village	Commercial	2	Y

Total SWFMAs Submitted: 16 Total SWFMA Reviews: 30 Total SWFMAs Approved: 9

SUSMP Exemptions

ACUP-8-07	Cricket @ 4755 Oceanside Blvd	Commercial	1	Y
ACUP-10-07	AT&T @ Tri-City	Commercial	1	Y
C-57-05	Sprint @ 4700 Mesa Drive	Commercial	1	Y
C-29-82	Bubble Bath	Commercial	1	Y
C-33-07	Jump and Co., Inc	Commercial	1	Y
C-31-07	American Tower	Commercial	1	Y
C-32-07	The Wine Cellar	Commercial	1	Y
C-15-07	Sprint renewal @ Sleeping Indian	Commercial	1	Y
C-36-07	Sprint @ 3156 Vista Way	Commercial	1	Y
C-7-08	Sprint @ 4705 N. River Rd	Commercial	1	Y
C-33-06	Cingular @ 3000 Guajome Lake Road	Commercial	1	Y
C-9-08	Oceanside Wings, Spirits CUP	Commercial	1	Y
C-20-08	Verizon at 2182 El Camino	Commercial	1	Y
C-23-08	Verizon at 1501 Kelly Street	Residential	1	Y
C-25-08	Euro Institute of Skin Care	Commercial	1	Y
C-15-08	N. Coast Methodist Church - Sprint renewal	Commercial	1	Y
C-56-05	Sprint @ SDGE Substation	Commercial	1	Y
ACUP-8-07	Cricket @ 4755 Oceanside Blvd	Commercial	1	Y
C-30-07	Von Dutch Kustom Cycles	Commercial	1	Y
C-31-07	American Tower	Commercial	1	Y
ACUP-13-07	Sprint @ 420 N. El Camino	Commercial	1	Y
ACUP-12-07	Sprint/Nextel @ Mesa Dr	Commercial	1	Y
C-15-07	Sprint renewal @ Sleeping Indian	Commercial	1	Y

Total SUSMP Exempt Submitted: 23 Total Exempt Reviews: 23 Total Exempt Approved: 23

2.4.4.9 Outreach and Staff Training

City officials involved in planning and review of development projects received a comprehensive training on storm water requirements during this reporting period. See Table 2-2 for the departments and city officials that were provided training. Training topics during this reporting period focused on general water quality concepts, specific SUMSP requirements, LID components that can be recommended for specific projects, implementation procedures and minimal information about future HMP components.

Table 2-2. Staff Training during the 2007-2008 Reporting Period.

Department/Commission	Training Date	Number in Attendance
Planning Commission	April 7, 2008	7
Planning Department Staff	June 10, 2008	10
Engineering Inspectors	June 12, 2008	10
Building Division	July 30, 2008	12

2.5 Development Planning Component Effectiveness Assessment

See Section 11.0 for an assessment of the development planning component of the City’s JURMP.

2.6 Program Review and Modification

The Development Planning components of this Report, the City JURMP, and the SUSMP will be revised as necessary to conform to the future requirements of the Municipal Permit. Major revisions to the Development Planning component will be cited in Section 14 of the City JURMP.

3.0 CONSTRUCTION COMPONENT

3.1 Introduction

Construction and grading activities have the potential to impact neighboring water bodies due to the presence of disturbed soils and building materials. It is important that construction sites take appropriate measures to prevent potential pollutants from entering the storm drain system.

The purpose of the construction component section of the City’s JURMP is to provide guidance in order to limit the negative impact that construction and grading activities can have on receiving water bodies. The information in this section of the annual report describes how the City of Oceanside met the minimum requirements outlined in Section D.2 of the Municipal Permit Order 2007-0001 to reduce the release of pollutants into the storm drain system to the Maximum Extent Practicable (MEP) (Table 3-1).

Table 3-1: Order 2007-0001 Compliance Summary

D.2.a Ordinance Update and Approval Process	See Section 3.3 of this Annual Report
D.2.b Source Identification	See Section 3.2 of this Annual Report
D.2.c BMP Implementation	See Section 3.4 and 3.5 of this Annual Report
D.2.d Inspection of Construction Sites	See Section 3.5.2 of this Annual Report
D.2.e Enforcement of Construction Sites	See Section 3.5.3 of this Annual Report
D.2.f Reporting of non-compliant sites	See Section 3.5.3 of this Annual Report

A large portion of the Construction Component of the City’s JURMP is described in three documents:

- Chapter 40 of the City Code or Ordinances
- City’s Grading Regulations Manual
- City’s *Construction Urban Runoff Requirements Manual* (Construction Manual).

All of these documents are available on-line via the City’s website.

This section of this annual report primarily discusses those portions of the Construction Component that are not contained within these documents and references these documents for additional information where appropriate. The information presented in this section was developed pursuant to Section D.2 of the Municipal Permit.

The Construction Manual was developed by the City to provide construction projects with guidance in order to comply with the City Code and its ordinances. The Construction Manual is a living document and will change with time to ensure an effectively implemented program. Updated versions of the manual will be made available whenever modifications have been proposed and approved by the City. During this reporting period some changes were made to the Construction Manual which are detailed below.

- Exempt projects and low priority SWPPP forms are no longer used since specific criteria are now referenced to determine if a project is required to develop a SWPPP. For updated language that complies with Permit Order 2007-0001 refer to Section 3.1 of the Construction Manual submitted as Appendix C.1 with the City's 2008 JURMP.
- Added requirement that all employees working at the construction site should be aware of the BMPs for the site.
- New BMPs have been added to meet Municipal Permit requirements. The BMP table has been altered to include a single set of BMPs required for all Regulated Construction Sites. The Manual states that these BMPs will be implemented "as applicable", which provides enough flexibility for sites of all priorities to implement only those BMPs necessary to meet the City's MEP standard.
- Updated construction site inspection frequencies in Chapter 6 to meet requirements for Permit Order 2007-0001.
- Maximum Disturbed Area limit and the Advance Treatment Methods have been added.
- Added a definition for the new Municipal Permit in the Definitions section.

3.2 Source Characterization

3.2.1 Site Inventory

The City has compiled a watershed-based inventory of all active construction sites within its jurisdiction. The inventory includes details on each construction site, including project name, location, and threat to water quality (TTWQ) as determined by the process described in Section 5.2.1.1 of the 2008 JURMP

The City's inventory process for construction sites is based on information collected from construction projects when they are applying for a grading or building permit. When the permit is approved, this information is then entered into a database developed by the City. If a permit was previously issued for a project, then the database is updated to reflect the most up-to-date information. Although the City's inventory process is an ongoing one, prior to the rainy season, the database is reviewed to ensure that it is up-to-date and cross-referenced with any other applicable databases to ensure completeness. A spreadsheet of active construction projects in the City's jurisdiction as of June 30, 2008 can be found at the end of this section as Table 3-2.

3.2.2 Construction Site Prioritization

All construction sites within the City's jurisdiction are assigned a priority of high, medium, or low TTWQ. Following are criteria used to determine the level of TTWQ.

Construction sites that meet any of the following criteria are considered a **High** TTWQ:

- A site 50 acres or more in size where grading will occur during the wet season.
- A site one acre or more and tributary to a CWA section 303(d) water body segment impaired for sediment or within, directly adjacent to, or discharging directly to a receiving water within an ESA.
- A site that has been determined by the City or the RWQCB to pose a significant threat to water quality.

Sites that are greater than one acre but do not meet any of the above criteria are considered a **Medium** TTWQ.

Sites less than one acre and are not determined to be a significant threat to water quality are considered a **Low** TTWQ. See Table 3-2 at the end of this section for a list of active construction sites and their assigned TTWQ.

Construction projects determine their TTWQ priority by completing the City’s Urban Runoff Threat Assessment Form (Appendix D of the 2008 JURMP Update). This form contains information from the City’s Construction Urban Runoff Requirements Manual (Construction Manual) on how to evaluate a construction site’s TTWQ. The City’s full Construction Manual can be found in Appendix C of the 2008 JURMP Update. The Urban Runoff Threat Assessment form requires all construction sites to respond to the following questions when assigning priority:

- Item 1: Are you grading or otherwise disturbing soil over more than one acre?
- Item 2: Will the project involve grading or soil disturbance?
- Item 3: Is the project tributary or adjacent to environmentally sensitive water bodies within the City?
- Item 4: Does the project include significant erodible slopes?
- Item 5: Does the project have the potential to produce non-storm water discharges or pollutants?
- Item 6: Will the project result in more than 5,000 square feet of impervious surface area?

All project proponents are directed to reference a prioritization matrix to determine the priority of the project. An example of the matrix is provided as Table 3-3 below. The matrix is used by first locating the appropriate row in the matrix according to the size of the project, then moving across the row. The proponent should refer to the answers given to the five questions above. If “Yes” was responded to a question, the corresponding box in the matrix provides the priority for the project. The use of this matrix was developed consistent with the requirements of the Permit Order 2007-0001. Under this process, construction sites that meet either of the following conditions must be classified as High Priority. An inventory of Development Projects with approved Treatment Control BMPs and its associated TTWQ are included as Table 3-2 at the end of this section.

Table 3-3. Construction Project TTWQ Prioritization Matrix.

Project Size	Item 2	Item 3	Item 4	Item 5	Item 6	Default Priority
Greater than 50 acres	High	High	High	High	High	Medium
5–50 acres	—	High	High	High	High	Medium
1–5 acres	—	High	Medium	Medium	Medium	Medium
Less than 1 acre	—	Medium	Medium	Medium	Medium	Low

3.3 Updates to Ordinances and Approval Processes

During this reporting period there were no updates to the City's ordinances or approval process. Storm water compliance requirements for construction activities are included in the City's Construction Manual found in Appendix C of its 2008 JURMP.

Once the City revises its SUSMP, the Construction Manual will again be reviewed and changes will be made appropriately. In addition, ordinances will be reviewed to make sure they reflect the information in the SUSMP and allow for LID components to be implemented into development projects.

3.4 Best Management Practice Requirements

The City has a set of minimum Best Management Practices (BMPs) that must be implemented at all construction sites regardless of TTWQ priority including implementing and maintaining general site management BMPs and erosion and sediment control BMPs to reduce, retain, and manage pollutant discharges to the MEP. Table 5-2 of the City's 2008 JURMP (pp. 5-4 and 5-5) outlines the minimum construction BMPs required by the City along with the reference to corresponding current fact sheets obtained from the Caltrans Storm Water Quality BMP Handbook and California Stormwater Quality Association (CASQA) for Construction Sites.

A Construction BMP brochure titled "A Pollution Prevention Guide for the Construction Industry" is provided to the developer during pre-development meetings. This brochure provides a sample drawing that illustrates the minimum BMPs that must be used at all construction sites to protect storm drains and minimize pollution. See Attachment 3-A for a copy of this brochure. This brochure is also available at both the Engineering and Building Department counters of the City. During this reporting period this brochure was reviewed, revised and reprinted.

3.5 Program Implementation

All construction sites are required to select, install, and maintain BMPs that meet or exceed the City's minimum BMP requirements listed in Section 5.4.1 of the 2008 JURMP and in the City's Construction Manual. Additionally, a construction site over one acre where grading will occur is subject to the National Pollutant Discharge Elimination System (NPDES) General Construction Permit and is required to file a Notice Of Intent (NOI) and develop a Storm Water Pollution Prevention Plan (SWPPP). SWPPPs are required to include a list of BMPs that will be implemented during each phase of construction to reduce pollution discharges to the MEP.

3.5.1 Education and Staff Training

Site owner/developer education and training

The City provides all appropriate parties involved with construction activities with training and informational materials regarding storm water quality, as applicable. These parties include but are not limited to City employees and project proponents, which can include contractors, subcontractors, developers, property owners, and superintendents. Education and training of the development community in Oceanside is typically done on a project-by-project basis during a mandatory pre-construction meeting with the City and during construction site inspections.

Prior to the issuance of permits, construction site owners and developers meet during a –pre-construction meeting with City staff and developer staff and or contractors, subcontractors and superintendents. During these meetings City staff from various departments review what is expected of the project proponent in order to develop the project. At least one engineering inspector and Code Enforcement officer trained in conducting storm water inspections are present at these meetings. Topics covered during these meetings specific to storm water pollution prevention include:

- Grading - Reference to the City of Oceanside Grading Regulations manual and the BMP Construction manual (both available on the City’s website).
- Site Plan review for storm water inlets and associated BMPs
- Review of site-specific BMPs more applicable to the site and associated with the potential pollutants that could be generated from the proposed business operations
- Inspection Requirements and Frequency – Unannounced and upon call-outs from the public
- Expectations of BMPs during dry and wet seasons
- Construction BMP Brochure is provided

Prior to wet season, all currently permitted construction sites will be contacted to remind site owners and developers to assess, repair and update their sites BMPs to reduce erosion potential and prevent storm water pollution. Site owners and developers are also advised to update their erosion control plans and SWPPPs that are applicable to the site.

Municipal Staff Training

City staff directly involved with development and construction sites are provided training on a departmental basis. For further details on topics covered during the City’s construction educational program, please refer to Sections 10.2.2 and 10.3.1 of the City’s 2008 JURMP. During this reporting period four groups were provided training in regards to erosion control and BMP installation and maintenance for construction sites. See Table 3-4 below for those who received training.

Table 3-4. Municipal Staff Training.

Department/Commission	Training Date	Number in Attendance
Planning Commission	April 7, 2008	7
Planning Department Staff	June 10, 2008	10
Engineering Inspectors	June 12, 2008	10
Building Division	July 30, 2008	12

3.5.2 Inspection of Construction Sites

Permit Order2007-0001 requires that the City develop and implement an inspection program to ensure that each construction site properly complies with the City’s relevant ordinances, permits, and the Permit Order2007-0001. This section describes the City’s inspection program for 2007-08 of construction sites developed in accordance with Part F.2.g of the Permit Order2007-0001.

Each project was assigned a storm water inspector who was tasked with conducting inspections at the site throughout the construction phase of the project. All storm water inspectors have been

educated in the requirements of the Permit Order 2007-0001 and through in-house training and seminars, and/or construction-specific certificate training seminars.

During this reporting period the Urban Runoff Construction Site Inspection Report form for construction sites used by inspectors was revised and reprinted. A copy of this revised form is provided as Attachment 3-B.

3.5.2.1 Initial Site Inspections

Upon commencement of work at a construction site, a City inspector will visit the site and perform the following:

- Where applicable, a check for proof of coverage under the General Construction Permit.
- A review of the SWPPP (where applicable) and erosion control plans with the appropriate project proponent on site.
- A check for proper implementation of the BMPs outlined in the projects plans.
- A review of the maintenance schedule and procedures for each BMP.

All construction sites in the City’s construction site inventory receive initial site inspections regardless of TTWQ priority. If any required documents or BMPs are found to be missing or deficient, the City may issue a stop work notice until the deficiencies are corrected.

3.5.2.2 Routine and Follow-Up Inspections

Once an initial site inspection is performed, additional routine inspections will be performed. The frequency of these routine inspections depends on the site’s assigned TTWQ. The criteria used to determine a construction site’s TTWQ presented in Section 5.2.1.1 were developed to correspond to the routine inspection frequencies required by the new Municipal Permit. Table 3-5 presents the different TTWQ categories and their corresponding minimum inspection frequencies for the wet (October 1 through April 30) and dry (May 1 through September 30) seasons.

Table 3-5. Construction Site Inspection Frequency

Construction Site TTWQ	Wet Season Inspection Frequency	Dry Season Inspection Frequency
High	Every two weeks	As needed
Medium	Monthly	
Low	As Needed	

3.5.3 Enforcement Measures for Construction Sites

The City will be responsible for enforcement of applicable local ordinances and permits at all construction sites in its jurisdiction. When violations are observed and documented during a site inspection, the City will implement appropriate enforcement measures based on the severity of the violation. Enforcement can range from written warnings to more severe enforcement such as stop work notices. Stronger enforcement measures will be used as necessary if proper corrective actions are not implemented during the allotted time frame or if the severity of the violation warrants stricter enforcement.

The typical progressive enforcement steps that the City will implement include the following:

- Written warnings
- Enforcement of contracts (Municipal projects)
- Stop work notices
- Administrative citations
- Denial or revocation of permits
- Civil and/or criminal court actions

A summary of the initial phase of enforcement actions is shown in Table 3-6 below. Copies of inspection forms and notices are on file at the City.

Table 3-6. Accounting of Initial Phase of Construction Inspection and Enforcement Actions for the 2007-2008 Reporting Period.

	Construction Sites Requiring Inspections	Routine and Follow-up Site Inspections	Meetings or Calls w/ Site Contact	Correction Notices	Stop-Work Notices	Cases Forwarded to Code Enforcement for Further Action
High Priority Sites	23	1,416	420	57	6	9
Medium Priority Sites	18	1,110	726	39	8	8
Low Priority Sites	9	561	210	21	15	8
Total	50	3,087	1,356	117	29	25

Enforcement actions by Code Enforcement Officers for construction sites begin with a referral from another department, a site visit, or by a complaint lodged via phone. Depending on the severity of the violation, follow up activities may include phone calls, site visits, written correction notices with specified compliance timeframes, or administrative warnings. If these actions do not produce the required improvements, administrative citations (starting at \$100 with a \$1,000 maximum fine) and/or stop-work notices are given.

A summary of enforcement actions conducted for construction sites by Code Enforcement Officers is included in Table 3-7. More details about enforcement actions during this reporting period are available on file at the City.

The City is required to provide notification to the RWQCB of non-compliant sites in the City that are determined to pose a threat to human or environmental health. Verbal notification is required within 24 hours of the discovery of non-compliance and a written report should be submitted to the RWQCB within 5 days of the incident. The criteria established for determining when a site is not compliant and poses a threat to human or environmental health is described in Section 3.8 of the Industrial Component. No such sites were identified this reporting period and thus no relevant notifications were sent to the RWQCB.

Table 3-7. Summary of Construction Site Code Enforcement Actions for 2007-2008 Reporting Period.

	Follow-up Phone Call	Follow-up Site Visit	Follow-up Office Visit	Written Notice	Letter Sent	Inspection Report	Admin. Warning	Administrative Monetary Citation	Referral to Other Dept	Stop Work Notice
Number of Actions	16	53	1	0	0	0	5	6	0	0

3.6 Construction Activities Effectiveness Assessment (Optional)

See Section 11.0 for an assessment of the Construction Component of the City’s JURMP.

3.7 Program Review and Modification (Optional)

The Clean Water Program will continue to review and modify the construction component as needed. Staff will work with other City departments and their data tracking systems to ensure that the details of inspections, complaints, and follow-ups will be tracked appropriately to be included in future annual reports as discussed further in Section 15.

4.0 MUNICIPAL COMPONENT

4.1 Introduction

This section documents the activities conducted by the City of Oceanside at its municipally owned, leased and/or managed facilities during the 2007-2008 reporting period to meet the requirements of Section D.3 of Municipal Permit Order 2007-0001. The City of Oceanside owns and/or maintains a variety of municipal facilities including public parks, administration buildings, fire stations, a fire training facility, industrial facilities, potable reservoirs, sewage pump stations, wastewater treatment facilities, public roads, streets and parking facilities and other miscellaneous facilities. Additionally, the City conducts activities that have a high threat to water quality such as power washing, street and sidewalk repair, painting, graffiti removal, parking meter maintenance, MS4 maintenance, and regular upkeep of the sanitary sewer system to prevent overflows and leaking.

Order 2007-0001 Compliance Summary

D.3.a Municipal (Existing Development)	Section 4 of this Annual Report
D.3.a(1) Source Identification	See Section 4.1.1 of this Annual Report
D.3.a(2) BMP Implementation	See Section 4.2.3, 4.3.3, 4.4.3,4.5.3, 4.6.3, and 4.8.3 of this Annual Report
D.3.a(3) Maintenance of MS4	See Section 4.4 of this Annual Report
D.3.a(4) Management of Pesticides, Herbicides and Fertilizers	See Section 4.3.3 of this Annual Report
D.3.a(5) Sweeping of Municipal Areas	See Section 4.2 of this Annual Report
D.3.a(6) Sanitary Sewer	See Section 4.5 of this Annual Report
D.3.a(7) & (8) Inspection and Enforcement of Municipal Areas and Activities	See Sections 4.2.5,4.3.3, 4.4.2, 4.5.3, 4.6.4, and 4.7.3 of this Annual Report

To comply with the Municipal Permit, the City of Oceanside has developed a comprehensive program designed to reduce the amount of pollutants that are transported in urban runoff from municipal areas and municipal activities. Some of the prominent activities include street sweeping, inspections of municipal facilities, installation of BMPs at the City Operations Centers and educational efforts geared toward municipal personnel.

The City continues to use its Municipal Urban Runoff Procedures Manual (Municipal) as a useful reference document for training staff and developing and implementing educational programs. The Municipal Manual contains BMP requirements and related guidance for City facilities and employees and was circulated to relevant City staff directly involved with the Municipal NPDES Permit. This manual was first prepared as part of the JURMP in 2002 and updated and provided with the 2008 JURMP. See Appendix C.3 of the 2008 JURMP for this manual. Changes made to this manual during this reporting period are detailed below.

- General Changes
 - References to BMPs for specific priorities of municipal facilities were removed or changed – BMPs should be based on activity or facility type and not priority.
 - Background information was updated to include new Municipal Permit information (See Comment 1)
- Chapter 3, formerly “General Requirements for High Priority Municipal Areas and Activities” was removed entirely. All information from this section was moved to Chapter 2, “Requirements of All Municipal Areas and Activities”. Information from Chapter 3 was moved because BMPs detailed in that section should be implemented by all municipal areas and activities, when applicable.
- Chapter 3 now includes activity-specific BMPs. The areas and activities discussed in this chapter are the high threat to water quality areas and activities designated by the Municipal Permit. BMPs for those that were the same in the last Municipal Permit are the same, but some areas and activities have been added. See Comments throughout Chapter 3 as some things were re-arranged. Typically, nothing was added to this section except where comments note and addition was made.
- Besides chapter numbers the Inspections, Enforcement, and Reporting and the Definitions have not been changed.

During this reporting period the Municipal Inspection Form was revised to add the municipal Permit Order Number 2007-0001. See Attachment 4-A for a copy of this form.

4.1.1 Source Identification

As required in Section D.3.a(1) of Permit Order 2007-0001, the City of Oceanside has developed a prioritized, watershed-based inventory of municipal properties and activities. The City of Oceanside maintains a number of municipal facilities, including parks, administrative buildings, fire stations, and public works yards. The inventory of municipal facilities, including areas and activities, will be updated annually. The inventory used for this fiscal year was submitted in the 2008 JURMP as Attachment B.3. An updated inventory will be submitted with subsequent annual reports. Table 4-1 provides a summary of the facility categories within the City’s inventory.

Table 4-1. Summary of Municipal Facilities by Category.

Facility Category	Number of Facilities
Park and Recreation Facilities	45
Public Works Operations Facilities	3
Municipal Landfills	2
Marinas	3
Municipal Airport	1
Potable Water Facilities	13
Wastewater Facilities	37
Police and Fire Facilities	14
Other Fixed and Leased Facilities	34
Roads, Streets, Highways and Parking Facilities	33
Parks and Recreation Facilities	45
Total Facilities	230

4.2 First Municipal Element - Roads, Streets, Highways, and Parking Facilities

4.2.1 Background

Roads, streets, highways, and parking facilities are an integral part of any functional City. These facilities can collect a variety of pollutants due to routine vehicle use and have a tendency to collect litter and debris from neighboring areas and activities. Regular maintenance is necessary to control the level of pollutants, such as sediment, metals, litter, and debris on roads, streets, highways, and parking facilities. Other City activities include building new roads, resurfacing existing roads, and similar construction-related activities. All construction-related activities conducted by the City will continue to be conducted under the requirements of the construction component, which is described in detail in Section 3 of this document.

4.2.2 Source Characterization

The City of Oceanside maintains approximately 571 miles of public roads and streets throughout the City. The length of public roads was calculated in 2008 for inclusion in this annual report. A parking facility is defined as a stand-alone parking facility, which is a parking facility that is not associated and/or adjacent to other inventoried municipal facilities. Parking facilities that are associated and/or adjacent to municipal facilities will continue to be included in regular maintenance activities of the associated municipal facility. Roads, streets, highways, and parking facilities are included in the City's municipal inventory, which is included as Appendix B.3 on the City's 2008 JURMP.

4.2.3 Best Management Practice Requirements

Similar to municipal fixed facilities, the City will continue to utilize the City-developed Municipal BMP Manual to choose applicable BMPs to implement for public roads, streets, parking facilities and operational facilities within the City.

Street sweeping and cleaning continues to be the main BMP that is implemented for roads, streets, and parking facilities. The frequency of cleaning takes into account the following: variations in climate conditions, surrounding land use, design of existing structures, traffic volume, frequency and quantity of accidental spills and leaks, and areas with historical trash and/or debris problems. Treatment control BMPs will be used for road sections subject to SUSMP.

The City will continue to implement an aggressive street sweeping program to reduce the amount of pollutants discharged from roads, streets, and parking facilities in the City with a particular focus on facilities that drain to environmentally sensitive areas (ESAs). If in the future negative impacts to ESAs associated with runoff from roads, streets, highways, or parking facilities are noted, the City will take the measures necessary to mitigate the negative impacts.

4.2.4 Program Implementation

As an effort to reduce the pollutant load entering local receiving water bodies, the City continued to implement a sweeping schedule for roads, streets, highways, and parking facilities to meet the

requirements of the Municipal Permit. There have been no significant changes to the existing programs during the reporting period.

Roads, streets, and highways that have been observed as generating relatively high volumes of trash, sediment, and debris are included as high priority and will continue to be swept at least twice per month; medium priority streets are streets in the City that generate moderate volumes of trash, sediment, and debris and will continue to be swept at least monthly. Low priority streets have been observed as generating relatively low volumes of trash, sediment, and debris and will continue to be swept as needed, but not less than once per year. In the event of a National Holiday, sweeping is made up in a timely manner, usually by the next working day. Due to the City's proximity to the Pacific Ocean and as a means to target watershed constituents of concern, the City typically sweeps all streets within the City above baseline jurisdictional activity standards. Additional program details can be found in Section 6.3 of the 2008 JURMP.

All public streets in the City of Oceanside are swept at least monthly. There is a total of 571 miles of public streets that are swept regularly per the frequency outlined below. Double this length to accommodate for both east/west and north/south directions giving a total of 1,142 curb miles. Some streets are swept more frequently than others. During upcoming reporting periods these additional, curb length miles that are swept more than monthly will be calculated for a total curb mile length.

- Every Monday, Wednesday, and Friday, the downtown commercial areas and other high use areas are swept using regenerative air vacuum street sweepers. These areas include the medians on Mission Avenue, Canyon Drive, and the Civic Center Drive Bridge, Wisconsin Avenue to Pacific Street to Ditmar Street, the Strand, and all downtown parking lots.
- The majority of all other public streets, not included in the areas listed above, are swept every other week. In some low use residential areas, the streets may be swept monthly.
- As necessary, sweepers or other clean up crews will respond to public or municipal staff reports to collect debris and/or sweep.
- Inspection of streets and curbs for cleaning is continuous. City employees are encouraged to identify areas that should be cleaned and to call the municipal employee reporting line, Oceanside Eyes. Residents are encouraged to call the Public Works Maintenance Hotline.

4.2.5 Inspection and Maintenance Results

4.2.5.1 Inspections

Inspections and maintenance activities were conducted throughout the reporting period as described in the previous section. Following is a review of the results from inspection and maintenance.

There are 33 facilities in the Roads, Streets, highway and Parking Facilities categories. During this reporting period all 33 of these facilities were inspected by CWP staff. No violations were noted in these facilities during annual inspections. There was note of some debris and sediment near storm drain inlets that were taken care of immediately. Due to the fact that many of these parking facilities are swept very regularly, debris and sediment are removed on a very frequent basis.

4.2.5.2 Maintenance

Street sweeping activities resulted in the collection of over 2,358 tons of waste during the reporting period. These results are comparable with the 2,283 tons collected during the 2006-07 reporting period, the 2,538 collected during the 2004-2005 and the 2,604 tons collected during 2003-2004 reporting period. This data shows a promising trend in the reduction of street waste in the City.

4.2.6 Roads, Streets, Highways, and Parking Facilities Element Effectiveness Assessment

See Section 11.0 for an assessment of the Municipal component of the City's JURMP.

4.3 Second Municipal Element - Parks and Recreational Facilities

4.3.1 Background

The City of Oceanside is committed to providing the highest quality of service to its residents by providing the opportunity for them to enjoy a variety of recreational activities at both outdoor parks and indoor recreational facilities. Operating and maintaining 45 community attractions from public pools, beaches, parks and community centers, the City of Oceanside works hard every day to maintain the high level of service. The inspection and maintenance of these facilities in regards to storm water is important because of the number of facilities throughout the city and the public exposure that these facilities receive.

4.3.2 Source Characterization

The City regularly inspects, cleans and maintains 45 Parks and Recreational Facilities. Because of high public use these facilities have the potential to generate a variety of pollutants including trash and debris, organic material and sediment. See Table B.3-1 of the City's 2008 JURMP for the Parks and Recreational Facilities inventory.

4.3.3 Program Implementation

The City has selected BMPs to implement at Parks and Recreational Facilities to reduce the contribution of pollutants associated with the application, storage, and disposal of pesticides, herbicides and fertilizers. These BMPs are detailed in the Municipal Manual. All 45 facilities were inspected during this reporting period with no violations noted.

Pesticides, herbicides and fertilizers are seldom used directly by the City, as it contracts out the majority of work involving these substances. To facilitate compliance with this Section of the Municipal Permit, the City has reviewed its landscaping contract and has integrated BMP requirements into the conditions of the contract.

4.4 Third Municipal Element – Municipal Separate Storm Sewer System

4.4.1 Background

As required by Section D.3.a.(3) of the Municipal Permit, the City has implemented a schedule of maintenance activities for the City's entire Municipal Separate Storm Sewer System (MS4),

including any structural controls designed to reduce pollutant discharges to or from its MS4s and related drainage structures. The City has determined, through historical knowledge and records, the locations within the MS4 that require regular waste removal and those areas that are less likely to require any waste removal. The City has developed a comprehensive Flood Control Annual Maintenance Program which includes a list of the high priority areas, divided into zones, which are to be inspected annually using an inspection checklist. Approximately 110 sites are inspected and maintained annually.

4.4.2 Source Characterization

The Public Works, Street Division, performs ongoing inspection and cleaning of storm drains and flood control facilities, as well as annual maintenance of all major facilities such as creeks, desilting basins, detention basins and rock and concrete lined channels. There is approximately 10,000 feet of storm drain and 104 feet of concrete and earthen channels that are inspected and maintained throughout the city. Over 49,000 linear feet of storm drains, catch basins, and concrete and earthen channels are maintained on at least an annual basis. In addition, the Street Division performs annual maintenance/cleaning in September, October, and November for all major MS4 facilities. The results of this work are recorded on an Annual Maintenance List that is also available at the City Operations Center.

4.4.3 Best Management Practices

In order to inspect and clean storm drains as described above, during the May through September period, the City contracted with United Storm Water Inc. A total of 3252 structures (catch basins, manholes, inlets, outlets, etc.) were inspected and cleaned during the reporting period. 2,972 by United Storm Water and 280 were cleaned by City maintenance crews. A total of 65.5 tons of waste was removed. The waste generally consisted of trash, green waste, dirt, sand, roots, solids, rocks, and silt. During the inspections, it is also noted whether or not the drain is labeled. Out of the 2972 catch basins that were cleaned, 1,399 were labeled with a placard stating: “No Dumping – Drains to Creek” in both English and Spanish. During this reporting period 1,000 new drain markers were ordered for installation during Fiscal year 2008-09. See the photo below for a copy of the storm drain placard installed.



4.5 Fourth Municipal Element - Sanitary Sewer

4.5.1 Background

The City of Oceanside Sewer Division maintains the sanitary sewer system within the jurisdictional boundaries which includes sewer lines, lift stations, sewage treatment plants. This sanitary sewer system uses pipes to remove human waste from homes and businesses and

transport that waste to one of two waste water treatment plants in the City. The two treatment plants are operated by city crews.

4.5.2 Source Characterization

The City regularly inspects, cleans and maintains thousands of feet of sanitary sewer pipe, 31 sewer lift stations and two sewage treatment plants. See Table B.3-1 of the City's 2008 JURMP for the Wastewater Facilities inventory.

4.5.3 Best Management Practices

Since the City owns and operates the sewage system, these facilities are regularly inspected and maintained for proper operation and maintenance, and to ensure that BMPs are in place for the protection of receiving waters that may be impacted from the system. The City's preventive and corrective sewer maintenance programs consist of a variety of components provided for the operation, maintenance, repair and replacement of sewer mains, manholes, and pump stations.

In order to ensure that the sanitary sewer lines do not leak, the city has a long term plan to slip line the sewer pipes throughout the City. In June and July of 2008 (crossing two reporting periods), 7,252 feet of City sewer lines were slip lined and manholes pressure grouted and sealed in the Loma Alta watershed. The slip lining project was estimated to cost approximately \$700,000. Since the 2005-06 reporting period the City has slip-lined a total of 13,231 feet of sewer. The City also inspected and cleaned 312 miles (1,649,702 feet) of sanitary sewer.

4.6 Fifth Municipal Element - City Operations Center

4.6.1 Background

The City Operations Center (COC) is a municipally owned and operated facility that houses several departments or divisions for the City including Public Works, fleet maintenance, road maintenance, parks and recreation maintenance and others. Because of the diverse activities of these departments and divisions, the City developed a Storm Water Pollution Prevention Plan (SWPPP) for the COC in the fall of 2002.

The COC includes the following areas: employee parking lot, COC main building (offices, storage and fleet maintenance), traffic control lot, back lot, city vehicle parking lot, large vehicle equipment lot, fueling area, waste disposal area, wash facilities, general use yard and west corner lot. The SWPPP has the following objectives:

- Identify and evaluate sources of pollutants from the facility that may affect the quality of urban runoff discharge and to identify and
- Implement site-specific best management practices to reduce or prevent pollutants in urban runoff discharges.

The SWPPP outlines BMPs to be implemented at each of the respective areas. A comprehensive training program was also developed and has been implemented in concert with the COC SWPPP.

4.6.2 Source Characterization

Due to the nature of the various activities from the departments and divisions it was determined that there are various activities that generate pollutants and have the potential to reach storm

water conveyance systems. Some of these activities include vehicle washing, disposal of street sweeping debris, temporary storage of wrecked vehicles, and storage of various materials, including paints, solvents, metal piping and infrastructure materials. In addition steep hillside landscaped areas can be a potential pollutant source if BMPs are not managed properly.

4.6.3 Best Management Practices

Since the implementation of the SWPPP at the COC some permanent BMPs have been installed and continue to be used for protection of receiving waters. Following is a brief description of the BMPs in place at the COC and any new BMPs installed during this reporting period.

4.6.3.1 Wash Facility

The main wash facility is used for washing large vehicles and equipment, and collection of street sweeper and vactor truck contents. The main wash facility is a completely contained area, surrounded on all sides by berms and curbs. The entire area drains to the eastern corner of the pad where it enters a grated inlet that leads to a clarifier and then the sewer. An overflow is available if the drain to the sewer is clogged or the volume of water exceeds its capacity, however, this is not anticipated to happen frequently because the drain is maintained daily.

4.6.3.2 Storm Drain Filters and other inlet BMPs

BMPs in place before reporting period

During previous reporting periods the Public Works Department installed two BioClean filters at the only two outlets which drain runoff from the City Operations Center: one on the south side of the COC where a 36” box outlet discharges directly into Loma Alta Creek, and one at the 12” pipe which discharges onto Oceanside Blvd. These filters were inspected and repaired as necessary during the late summer/early fall, spring and prior to forecast storms. Also a brushless filter was added to the 36” box outlet during prior reporting periods.

BMPs installed or changed during Fiscal Year 2007-08

During fiscal year 2007-08 three broom gate were installed at the COC. The outlets where these broom gates were installed at the COC are located at the southern property line next to the SDGE easement, Loma Alta Creek and Sprinter RXR. See the photo below for an example of the broom gate installed. During the next reporting period the effectiveness of the debris removal and the maintenance of these broom gates will be assessed.



During fiscal year 2007-08 the BioClean filter that was installed on the 12” pipe that discharges to Oceanside Blvd was removed due to constant clogging and replaced with fiber rolls around the inlet. This drainage area will be checked regularly to remove debris collected around the fiber rolls and to ensure that the fiber rolls in proper working order.

4.6.3.3 Structural BMPs

BMPs in place before reporting period

BMPs installed in FY 2005-2006 included a garage cover built to cover drums in the storage area, and an area was designated to hold all wrecked vehicles from police department with secondary containment installed around wrecked vehicles contain any fluid runoff from the vehicles.

BMPs installed or changed during Fiscal Year 2007-08

The water utilities department installed two structural covers to prevent rain from reaching these metal materials and causing rusting and deterioration. Metal materials that are subject to rusting and deterioration when exposed to the elements, including scrap metal are contained and covered until used or disposed of through a licensed commercial metal recycling company.

4.6.3.4 Pollution Prevention and Recycling

BMPs in place before reporting period

The COC continues to implement an aggressive pollution prevention/recycling program including: purchasing re-refined oils, recycling used oils, oil filters, fuel filters, antifreeze, used tires, and batteries. In addition solid waste recycling bins are located throughout the facility for collection of bottles, cans, glass and mixed paper. During

BMPs installed or changed during Fiscal Year 2007-08

Additional solid waste recycling bins were installed throughout the COC including ones outside of the facility so field crews can easily deposit their recyclable when cleaning the interior of their vehicles. Also, each vehicle driver was provided with a convenient recycling basket to sue in their vehicle for easy collection of their recyclables.

4.6.4 Program Implementation

4.6.4.1 Facility Inspection

A thorough walk through inspection of the COC Facility was conducted by the operation manager of the facility and staff from the Clean Water Program. Table 4-2 presents the inspection results and recommended solutions. Through a second follow-up inspection and discussions with COC staff, it was verified that the issues below had been corrected. Also, the facility operation manager was provided with an annual inspection list for his staff to regularly monitor and inspect the COC facility. This will provide for more regular maintenance of BMPs. Annual storm water inspections will continue to be done by CWP staff in addition to the more frequent inspections by the facility operation manager.

Table 4-2. City Operations Center Facility Inspection Results.

COC Area	Corrections Required	Solutions
Police Evidence Area	Gasoline container in fenced storage area	Remove container
	55 gallon drums on ground	Place secondary containment underneath all drums or hazardous materials
East Gate	Pile of sand without perimeter control	Place fiber rolls around base of pile; when rain is predicted cover with tarp and secure with gravel bags
Wrecked Vehicles	Absorbent socks around vehicles are not connected	Place absorbent socks completely around all wrecked vehicles to ensure vehicle fluids to not pass the perimeter controls; these should be in place at all times while vehicles are in storage at COC
Roll-off bin disposal area	Broken fiber rolls in landscape area	Replace old/damaged fiber rolls
	Pile of sawdust without perimeter control	Sweep and remove sawdust; or store in area with fiber rolls placed around base of pile
	Broken asphalt curb pieces	Dispose of broken pieces
Water Utilities Training Area	Rill/soil erosion occurring in dirt area with fiber rolls in place	Replace broken/damaged fiber rolls; Add more fiber rolls in middle of slope for additional erosion control
Water Utilities Storage Area	Old parts behind covered sheds	Recycle old parts or store under cover
	Diesel generator behind sheds	Dispose/recycle generator or store under cover
	Creosote poles stored outside	Remove or cover by storing indoors or under tarp.
Back lot – Soil storage area	Containers with liquid used by street maintenance division	Secondary containment good, replace absorbent socks for perimeter control
	Concrete wash out area not properly designed to avoid potential runoff	Use visquin on bottom of cleanout area; dispose of all waste material regularly
	Soil storage bins have damaged berms in front of bins	Repair asphalt berms to provide complete perimeter control
Electrical Storage Area	Street poles exposed and debris on ground	Any metal material that can rust should be covered; Dispose of debris on ground
Sewer Department Storage Area	5 gallon drums on ground – some full some empty	Place all filled drums on pallets; dispose of empty ones

	Metal parts on ground	All metal parts that can rust should be placed on pallets/off ground and covered
Fire Hydrant	Evidence of concrete wash out with no containment	Only use the designated concrete wash out area.
Lower Lot	Dumpster lids open	Keep dumpster lids closed at all times when not in use
	Random drums on ground throughout area and behind storage bins	All drums and containers should be on secondary containment and stored indoors and under cover; check behind all storage bins for buckets and drums not stored properly
	Paint trays on ground near eyewash area	Remove all paint trays and store indoors
	Metal poles/stakes exposed outside (Parks Dept.)	Keep under cover at all times
	Buckets on ground (Sewer division area)	Store indoors or under cover
	Fast food trash and debris throughout area (Water division area, streets area)	All employees to properly dispose of trash at all times . Do not throw trash on the ground. Place trash containers around site if necessary.
	Buckets on ground (Water division area)	Store indoors or under cover
	Storm drain – gravel bags not providing protection; filter insert is full of debris; leaf litter on top of grate	Surround storm drain with gravel bags; replace filter insert with a new one; Clean or vacuor storm drain
	Large Tractor/vehicles – some evidence of fluid leaking from vehicles	Place drip pans under leaking vehicles; repair leaking vehicles ASAP
	Drums and buckets in SE corner area – some not stored properly	All drums and buckets should be stored off ground on secondary containment and under cover
Solid Waste/Parks Area (near gas pumps)	Metal parts and pumps exposed	Cover all metal parts or store indoors
	Miscellaneous parts strewn about	Recycle, dispose or store parts properly (under cover)
	Trash debris and leaf litter	Sweep up leaf liter and dispose of trash

4.7 Sixth Municipal Element - Other Facilities

4.7.1 Background

The City of Oceanside owns and operates two closed landfills (Maxson Street Landfill, WDID 9375005695 and Mission Avenue Landfill, WDID 9375005696). The City also operates and maintains eight fire fighting facilities including one fire fighting training facility.

4.7.2 Source Characterization

The two closed landfills maintained by the City have the potential to generate pollutants that can negatively impact receiving waters. If potential storm water discharges are identified, appropriate BMPs are implemented to prevent pollutants from entering MS4.

Also fire fighting stations have the potential to generate pollutants such as trash and debris, organic materials and fluids and wash water from fire fighting vehicles. The two closed landfills and the fire fighting facilities are included in the City's municipal inventory, which is included as Appendix B.3 of the City's 2008 JURMP.

4.7.3 Program Implementation

Closed Landfills

Both closed landfills are inspected quarterly per permit requirements and an annual report is prepared each for submittal to the Regional Water Quality Control Board. See Attachment 4-B for copies of the 2007-08 Annual Report for Storm Water Discharges Associated with Industrial Activities for these two landfills.

Fire Stations:

All fire stations were inspected during the reporting period. During the station inspections no violations or potential violations were noted.

4.8 Seventh Municipal Element - Power Washing

4.8.1 Background

The City conducts a number of activities which are not designated and/or confined to a specific location. Because such activities are not confined to a fixed facility, where BMPs may be permanently implemented, BMPs must actively be implemented during all mobile municipal activities.

4.8.2 Source Characterization

Mobile activities include:

- Power Washing

Infrastructure Maintenance

- Street and sidewalk repair
- Street striping
- Waste removal
- Traffic light maintenance
- Parking meter maintenance

Landscape/Right-of-Way Maintenance

4.8.3 Best Management Practice Requirements

As previously mentioned, the City will continue to implement good housekeeping and general pollution prevention measures during municipal activities including the mobile activities listed above. City personnel will continue to be trained to collect all water generated by power washing activities. City personnel continue to use the City's Municipal BMP Manual to choose applicable BMPs to implement for municipal areas and activities. Pesticide, herbicide, and fertilizer management BMPs similar to those discussed in Section 6.2 will continue to be implemented during landscaping of City right of way such as medians.

4.8.4 Program Implementation

City field crews will continue to be actively trained to implement BMPs during all mobile activities including how to properly contain, control, and capture any discharge generated by power washing (or any other discharge-generating activities). The City uses fiber rolls, geo logs, silt fencing, check dams, gravel bags, and filter inserts during mobile activities, where applicable. City personnel involved in mobile activities are trained to be aware of Illicit Connections/Illicit Discharges and report them to the appropriate City staff promptly. More information about the City's education program, including municipal training activities, is included in Section 10 of this document.

4.9 Municipal Component Effectiveness Assessment

See Section 11.0 for an assessment of the municipal component of the City's JURMP.

4.10 Program Modification and Review

The Clean Water Program will continue to implement its SWPPP at the City Operations Center and continue its ongoing inspection and maintenance program for the facilities listed in the Municipal Inventory. Any changes to the program will be reported in the next annual report.

5.0 INDUSTRIAL AND COMMERCIAL COMPONENT

5.1 Introduction

Industrial and commercial operations have the potential to contribute pollutants to the MS4. The City of Oceanside continues to implement a comprehensive program that aims to reduce and prevent industrial and commercial pollution discharges to and from the MS4 to the maximum extent practicable (MEP) to protect local receiving water bodies and to comply with the Municipal Permit. This section documents the activities conducted by the City of Oceanside during the 2007-2008 reporting period to meet the requirements of Section D.3.b of the Municipal Permit.

Order 2007-0001 Compliance Summary

D.3.b Implement Industrial and commercial program	See Section 5.2.1 of this Annual Report
D.3.b (1) Source Characterization	See Section 5.2.2 of this Annual Report
D.3.b (2) BMP Implementation	See Section 5.2.3 of this Annual Report
D.3.b (3) Inspections	See Section 5.2.4 of this Annual Report
D.3.b (4) Regulation of Mobile Businesses	See Sections 5.3

The City has compiled a list of industrial and commercial sources and developed BMP requirements, including pollution prevention measures, for each source and activity. Implementation of these requirements will be accomplished through education, inspection, and enforcement.

During this reporting period the City of Oceanside increased its number of employees in the Clean Water Program to ensure compliance with the inspection frequency requirements specific to the new Municipal Permit. Thus, in addition to Code Enforcement conducting industrial/commercial inspections, two Clean Water Program (CWP) staff conducted inspections and disseminated educational outreach materials where needed.

5.2 Stationary Industrial and Commercial Sites/Sources Element

5.2.1 Background

Section 7 of the City’s 2008 JURMP, titled Industrial and Commercial Component, requires the implementation and maintenance of applicable pollution prevention Best Management Practices (BMPs) by industrial owners and/or operators pursuant to City Code to minimize or eliminate the impacts of industrial and commercial activities on receiving waters and other sensitive environmental resources. The City uses a variety of ways to educate and ensure that BMPs are implemented at industrial and commercial facilities including dissemination of the City’s industrial and commercial BMP manuals, site inspections and enforcement.

5.2.2 Source Characterization

The City annually updates its watershed-based industrial/commercial inventory which contains the name, address, and description of all industrial sites within its jurisdiction, regardless of site ownership. The original inventory was prepared in February 2002 and was provided in the 2002 JURMP document. The commercial and industrial inventories used for this reporting period were updated during this reporting period and can be referenced in Appendix B of the 2008 JURMP

All of the inventoried industrial and commercial businesses were categorized according to the watershed in which the business is located. This table does not include mobile businesses that have City of Oceanside business licenses. See section 5.3 of this report for mobile business information. See Tables 5-1 and 5-2 below for a summary of the number of industrial and commercial businesses inventoried in the City according to watershed location.

Table 5-1. Industrial Businesses in the City by Watershed.

Watershed	Number of Industrial Business
San Luis Rey	95
Loma Alta	141
Buena Vista	5
Agua Hedionda	0
Total	241

Table 5-2. Commercial Businesses in the City by Watershed.

Watershed	Number of Commercial Businesses
San Luis Rey & Harbor	331
Loma Alta	338
Buena Vista	151
Agua Hedionda	6
Not Verified	10
Total	836

Based on the 2008 inventory, the City contains approximately 241 industrial businesses. Each of these businesses was prioritized on their threat to water quality. Table 5-3 provides a summary of the prioritization for industrial businesses.

Table 5-3. Industrial Businesses in the City by Priority.

Priority	Number of Industrial Business
High	52
Medium	45
Low	144
Total	241

Based on the 2008 inventory, the City contains approximately 836 commercial businesses. Each of these businesses was prioritized on their threat to water quality. Table 5-4 provides a summary of the prioritization for industrial businesses.

Table 5-4. Commercial Businesses in the City by Priority.

Priority	Number of Commercial Business
High	94
Medium	449
Low	293
Total	836

5.2.3 Best Management Practice Requirements

BMP Manuals

Two manuals originally developed in 2001, *Industrial Urban Runoff Requirements Manual* and *Commercial Urban Runoff Requirements Manual*, detail requirements of industrial and commercial businesses to comply with the City’s Urban Runoff Management and Discharge Control Regulations. In order to ensure industrial and commercial owners and operators are informed and understand the applicable pollution prevention BMPs to be implemented and/or maintained, site-specific pollution prevention methods for industrial and commercial areas and activities located within the City, are specified in these two manuals.

The manuals were first produced in FY 2001-02 as a result of requirements under Municipal Permit Order No. 2001-01 and were revised in 2004 to include additional state requirements. These manuals were again reviewed and revised during this reporting period to ensure compliance with the new Municipal Permit Order No. R9-2007-0001. The main changes were the additional of categories and a list of specific BMPs for those industrial and commercial activities. Inspections, enforcement, and reporting and the definitions have not been changed.

Industrial Manual changes

Three BMP Categories were added to Table 1 of the Industrial Manual, Summary of Industrial Facility and Activity BMP Requirements, and provides specific BMPs applicable to that category:

- Building Materials Retail and Storage
- Animal Facilities
- Power Washing

Section 3.2 was added to the Industrial manual. This section was added to target High Priority Industrial Businesses and it provides the minimum BMP requirements for industrial businesses

Commercial Manual Changes

One category was updated in the Commercial Manual to include additional businesses activities. The Eating or Drinking Establishments category now includes Food Markets.

Three BMP Categories were added to the Commercial Manual and provides specific BMPs applicable to that category:

- Building Materials Retail and Storage

- Animal Facilities
- Power Washing

An additional section was added to the Commercial Manual titled “Additional Controls.” Following is the text for this new section.

There are a number of Environmentally Sensitive Areas (ESAs) within the City. These areas are sensitive to impacts from Urban Runoff that may degrade water quality and harm aquatic life.

In addition to the general requirements required for Regulated Commercial Facilities and Activities, the City may require that additional BMPs beyond the minimum BMPs for a specific area, such as ESAs, and/or activity be implemented.

The City conducted efforts to ensure industrial and commercial business owners and/or operators have received a copy of the Industrial Manual either through an annual inspection or a response to a complaint or concern reported through the Urban Runoff Hotline. In addition, copies of the Industrial Manual are available on the Clean Water Program website.

5.2.4 Program Implementation

Annual inspections of commercial and industrial businesses are conducted by Clean Water Program inspectors, Code Enforcement officers and a private contractor to ensure that applicable pollution prevention activities are implemented by industrial and commercial business owners and/or operators. In addition, inspections are conducted based on calls received on the Urban Runoff Hotline. All industrial and commercial businesses visited, through the annual inspection program or by complaint call acknowledged on the Hotline, receive follow-up visits until the industrial business is deemed in-compliance with City Code. All documentation pertaining to site visits are on file at the City. City staff conducted a total of 596 inspections during the 2007-2008 reporting year of industrial and commercial businesses.

5.2.4.1 Inspections of Industrial Businesses

Section 7.2.4.3 of the City’s 2008 JURMP describes the City’s program for conducting inspections of industrial businesses. This program was developed and implemented in accordance with part D.3.b.(3) of Permit Order 2007-0001. The major activities and accomplishments undertaken by the City for this requirement during the reporting period included:

- Completion of 127 site inspections of industrial businesses during the reporting period.
- Completion of 52 required annual inspections of high priority industrial businesses during the reporting period.
- Completion of 75 required annual inspections of medium and low priority industrial businesses during the reporting period.
- Completion of eight follow-up visits either in response to the initial inspection or response to a complaint.

- Dissemination of the Industrial Manual to help industrial owners and/or operators become aware of the City Code requirements for BMP implementation, and information on applicable BMPs for specific industrial businesses and activities.
- Ensuring proper and continued training of the Code Enforcement officers and Clean Water Program compliance inspectors dedicated to the Clean Water Program.

5.2.4.2 Enforcement of Industrial Businesses

Section 7.2.4.3 of the City’s 2008 JURMP describes the City’s program for enforcement of ordinances at an industrial site. This program was designed in accordance with part D.3.b.(3) of Municipal Permit Order 2007-0001. Table 5-5 presents the actions taken by Code Enforcement officers on industrial businesses within the City for this reporting year. The major activities and accomplishments undertaken by the City for this requirement during the reporting period included 86 inspections by Code Enforcement officers and 41 inspections by Clean Water Program inspectors. Therefore, the City conducted a total of 127 industrial business inspections during this reporting period.

Table 5-5. Accounting of Industrial Code Enforcement Actions for the 2007-2008 Reporting Year.

Action Type	Follow-up Phone Call	Follow-up Site Visit	Follow-up Office Visit	Written Notice	Letter Sent	Inspection Report	Admin. Warning	Administrative Monetary Citation	Referral to Other Dept.	Stop Work Notice
# of Actions	8	131	0	4	15	86	1	3	1	0

5.2.4.3 Inspections of Commercial businesses

Section 7.2.4.3 of the City’s 2008 JURMP describes the City’s program for conducting inspections of commercial businesses. This program was developed and implemented in accordance with part D.3.b.(3) of the Municipal Permit Order 2007-0001. As detailed in the JURMP, inspections of High and Low Priority Commercial Businesses are conducted as deemed necessary by the Code Enforcement personnel. Some inspections are initiated in response to a public or municipal staff report, an illicit discharge source investigation, or as a follow up to a previous inspection.

The major activities and accomplishments undertaken by the City for this requirement during the reporting period included:

- Three hundred seventy one (371) eating and drinking establishments were inspected at least once for the proper implementation and maintenance of storm water BMPs and grease control devices. The inspector forwarded all facilities that were not in-compliance with storm water regulations to Code Enforcement Officers.
- Ninety four (94) inspections of high priority commercial businesses were inspected, excluding restaurants and agricultural operations

- One hundred three (103) inspections of medium and low priority commercial businesses were inspected, excluding restaurants and agricultural operations
- One inspection of each of the 28 nursery and greenhouse operations within the City of Oceanside was conducted for compliance to urban runoff regulation City Code Chapter 40.
- Ensuring proper and continuing training of the Code Enforcement Officers and Clean Water Program inspectors dedicated to the Clean Water Program.

During the 2007-08 reporting periods, all eating and drinking establishments were inspected for compliance with the City's urban runoff regulations and adequate implementation and maintenance of BMPs. The initial inspection served to educate eating and drinking establishment owners and/or operators of their storm water and grease control BMP responsibilities by inspection of current BMPs, distribution of the Commercial Manual and BMP poster, when needed, to educate employees. During the 2006-07 reporting period all restaurants were raised to high priority and will continue to be high priority throughout the duration of Municipal Order Permit No. 2007-0001. If any restaurants were not in compliance during initial inspections, follow-up inspections were conducted to determine compliance per City Code.

When CWP Inspectors and Code Enforcement Officers conduct inspections at high priority areas, they target the entire commercial/industrial complex, because these areas often contain a mix of industrial and commercial operations. Rather than just focus on the High Priority businesses located in these areas, CWP Inspectors and Code Enforcement officers inspect all businesses in the complex to ensure owners and/or operators understand their BMP requirements and can work collaboratively with their neighbors to implement BMPs or solve drainage problems.

Code Enforcement officers inspected 28 nursery and greenhouse operations according to the City's Business Licensing Department. However, only sixteen of the sites were in operation and were determined to be a priority under storm water regulations. These sites, along with the larger agricultural facilities that are annually inspected by the County Weights and Measures Department, are visited several times a year by City staff due to the evolving nature of their business. With constant plowing and crop rotation, CWP staff not only complete annual inspections, but also complete a pre-rain event inspection and visit the agricultural areas frequently during the rainy season as well as during rain events. The City has also maintained its cooperative relationship with the U.S. Department of Agriculture NRCS for assisting the agricultural community in Oceanside in design and implementation of BMPs.

In addition to calls received from the Urban Runoff Hotline concerning potential violations at a commercial business, Code Enforcement Officers also conducted the third follow-up inspection for non-compliant restaurants. All calls received from the Urban Runoff Hotline generated a case file in which Code Enforcement officers visited the facility and conducted follow-up visits and/or used enforcement mechanisms until the commercial business was deemed in-compliance with City Code. Copies of inspection reports are available from the Code Enforcement Division.

If enforcement actions did not produce the required improvements, administrative citations (starting at \$100, with a \$1,000 maximum fine) are given. An accounting of all enforcement actions, taken by Code Enforcement Officers, is shown in Table 5-6.

Table 5-6. Accounting of Commercial Code Enforcement Actions for the 2007-2008 Reporting Year.

Action Type	Follow-up Phone Call	Follow-up Site Visit	Follow-up Office Visit	Written Notice	Letter Sent	Inspection Report	Admin. Warning	Administrative Monetary Citation	Referral to Other Dept	Stop Work Notice
# of Actions	40	167	4	2	10	52	18	5	0	0

5.2.4.4 Reporting of Noncompliant Sites

The City is required to provide notification to the RWQCB of noncompliant sites in the City that are determined to pose a threat to human or environmental health. Oral notification is required within 24 hours of the discovery of noncompliance and a written report should be submitted to the RWQCB within five days of the incident.

The Regional Water Quality Control Board was notified of businesses or operations that were not compliant after follow-up visits from CWP staff or code enforcement officers, or for operations that were not enforceable by City staff (Camp Pendleton). Following is a list of these businesses and operations.

- Eternal Hills Cemetery Expansion Project
- North County Transit District’s Sprinter Rail project.
- Evergreen Nursery nutrient discharge into Loma Alta Creek.
- Camp Pendleton housing development sediment discharge to Oceanside Harbor.

5.2.5 Stationary Industrial and Commercial Sites/Sources Effectiveness Assessment

See Section 11.0 for an assessment of the Industrial and Commercial Component of the City’s JURMP.

5.3 Mobile Sources Element

5.3.1 Background

Due to the lack of a stationary location for proper disposal of potentially hazardous liquids and materials, there is a major area of concern about where mobile businesses discharge water used in their line of work. Due to the nature of their activities, mobile businesses will continue to be regulated differently than other businesses. Mobile businesses can be difficult to identify because they may not have a City business license, they go out of business on a relatively regular basis and, though they may have a home base, they can cross jurisdictional lines to operate their

business. For the reasons regular inspections of mobile businesses will be challenging and time consuming in the future.

5.3.2 Source Characterization

The mobile businesses known to operate within the City's jurisdiction are noted on the City's commercial inventory. The following business types are addressed by the mobile sources element of the City's industrial and commercial program.

- Mobile automobile or other vehicle washing
- Pest control services
- Mobile carpet, drape or furniture cleaning
- Mobile construction trades
 - Painting and coating
 - Cement mixing or cutting
 - Masonry
 - Other contractors
- Landscaping
- Pool and fountain cleaning
- Power washing services

Because not all mobile businesses have obtained business licenses in the City or have a base of operations in the City, the City expects that a continual process of refining and updating its inventory will be needed. Sources for such inventory updates will include reported incidents, general observations by City staff, and available business licenses. The City intends to participate if and when a regional inventory and/or tracking system for mobile businesses is developed. The inventory of Mobile Commercial Businesses is available in Appendix B.5 of the City's 2008 JURMP as part of the Commercial Inventory.

5.3.3 Best Management Practice Requirements

The City updated its Commercial Urban Runoff Requirements Manual during this reporting period, and now contains information on the required BMPs for both mobile and stationary sources. This updated manual can be referenced in Appendix C of the City's 2008 JURMP. One example of a BMP included in the updated manual is for outside vehicle washing and the BMP explains how to capture and contain the rinse water so that it does not enter the storm drain system. Regardless of where the activity occurs, the City categorically prohibits illegal discharges from mobile businesses.

5.3.4 Program Implementation

5.3.4.1 Education Outreach

Because a specific element of the industrial and commercial program for mobile businesses is being newly developed, it is anticipated that some mobile businesses are not aware of storm water requirements and that education will need to be a significant portion of the program. The City of Oceanside will notify the owner/operator of each inventoried mobile business of applicable BMP requirements within the first three years of implementation of the City's 2008 JURMP.

5.3.4.2 Inter-Jurisdictional Cooperation

An inter-jurisdictional program for the regulation of mobile businesses will be developed amongst the co-permittees during future years of this permit cycle, of which the City will be involved. The program may include creation of a regional inventory of mobile businesses, standardization of BMP requirements across jurisdictions, sharing of enforcement action information, and/or the development and distribution of standardized educational materials.

5.3.4.3 Staff Training

Code Enforcement Division Officers and Clean Water Program Compliance Inspectors are responsible for conducting storm water compliance inspections and enforcement of mobile sources. Officers and inspectors are trained annually on inspection and enforcement procedures and BMP implementation as they relate to mobile businesses. City staff is encouraged to report potential illegal discharges from mobile businesses when working in the City to the storm water hotline.

5.3.4.4 Inspections

During this reporting period, inspection of mobile businesses was conducted on an as needed basis. The most common triggers for these inspections were from incident reports received over the Urban Runoff Hotline and direct visual observations by City staff.

5.3.4.5 Enforcement

During this reporting period Code Enforcement officers responded to complaint calls regarding mobile businesses that were allowing water to enter the storm drain system. During the site visit, depending on the nature of the complaint, Code Enforcement officers issued notices to comply and/or educated the operator on the proper BMPs that should be in place during their operation and provided them with the power washing brochure.

5.4 Industrial and Commercial Component Effectiveness Assessment

See Section 11.0 for an assessment of the Industrial and Commercial Component of the City's JURMP.

5.5 Program Review and Modification

The Clean Water Program will continue to review and modify the Industrial and Commercial component as needed. Staff will work with other City departments and their data tracking systems to ensure that the details of inspections, complaints, and follow-ups will be tracked appropriately to be included in future annual reports as discussed further in Section 15.

6.0 RESIDENTIAL COMPONENT

6.1 Introduction

A total of 35 percent of the City’s 26,983 acres is designated as either multi- or single-family residential. Since residential land use comprises such a large area of the City, residential activities can have a considerable effect on the quality of receiving waters in and around the City. The City of Oceanside has developed an extensive program that aims to reduce pollutant runoff from residential areas and activities to the MEP.

This section documents the activities conducted by the City of Oceanside during the 2007-2008 reporting period to meet the requirements of Section D.3.c of the Municipal Permit. The City continued the implementation of an enforcement program that responds to and monitors potential violation calls received on the Oceanside Urban Runoff Hotline (Hotline).

Order 2007-0001 Compliance Summary

D.3.c Residential Program	See Section 6 of this Annual Report
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The City also utilizes its revised Urban Runoff Requirements Manual for Residents (Residential Manual) that contains BMP requirements and related guidance information for residents of the City. This manual has been made available to residents through the City’s Clean Water Program Website. Changes to the Residential Manual during this reporting period were as follows:

- Pool water disposal BMPs
- Reference to new Municipal Permit Order 2007-0001
- Rearrangement of some chapter numbers and names

A copy of this manual can be found in Appendix C of the City’s 2008 JURMP.

6.2 Source Characterization

Residential neighborhoods can be the source of a variety of pollutants depending on the activities conducted in residentially developed areas. Pursuant to Section D.3.c.(1) of the Permit Order 2007-0001, the City identified High Priority Residential Areas and Activities in the JURMP. The following residential activities have been identified by the City to be High Priority Activities:

- Automobile or boat repair and maintenance.
- Automobile washing.
- Automobile parking.
- Home and garden care activities and product use.
- Disposal of household hazardous waste.
- Disposal of pet waste.
- Disposal of green waste.
- Any other residential activity that contributes a significant pollutant load to the MS4.

The City has also identified residential areas of High Priority. These areas include the following:

- Any residential area tributary to a CWA section 303(d) impaired water body, where the residence generates pollutants for which the water body is impaired

- Any residential area within or directly adjacent to or discharging directly to a coastal lagoon or other receiving waters within an ESA

6.3 Best Management Practice Requirements

The City's JURMP Residential Component requires the implementation and maintenance of applicable pollution prevention Best Management Practices (BMPs) by residents pursuant to City Code. In order to ensure residents are informed and understand the applicable pollution prevention BMPs to be implemented and/or maintained, site-specific pollution prevention methods for residential areas and activities, located within the City, are specified in the Residential Manual. This manual is found in Appendix C of the City's 2008 JURMP.

Education and outreach aimed at residents helps facilitate the implementation of BMPs, including pollution prevention methods. A detailed discussion of the City's education program can be found later in Section 10 of the 2008 JURMP. Details on education outreach to the residential community can be found in Sections 8 and 9 of this annual report.

6.4 Program Implementation

6.4.1 Outreach

The most efficient way to encourage pollution prevention and BMP implementation and to restrict polluting practices is to educate residents on how to carry out their daily activities in ways that have the smallest potentials to discharge pollutants to the MS4. During this reporting period the Clean Water Program provided educational information and training to residents, in the following ways:

- Residential BMP Manual
- Cleanup events
- Booths at public events
- Public television notices
- Mailers
- Presentations
- Website

Further outreach program details for this reporting period can be found in the Education and Public Participation, section 8 and Section 9, of this document.

6.4.2 Household Hazardous Waste

The City continued to facilitate the proper management and disposal of used oil, toxic materials, and all other HHW to the residential audience. Residents have the opportunity to take used oil to approximately 12 private auto parts stores within the jurisdiction. In addition Waste Management, Inc., the City's franchise trash hauler, accepts HHW at its Oceanside facility. Residents may bring up to five gallons per day of used motor oil, used oil filters, and anti-freeze, Tuesday through Saturday from 8 a.m. to 4 p.m. without an appointment. HHW may be brought on Saturdays by appointment only. Details of the locations mentioned above can be found in Section 8.4.2 of the City's 2008 JURMP.

During the 2007-2008 reporting period, 3,430 Oceanside households utilized the household hazardous waste disposal facility, disposing or recycling 142.8 tons of hazardous materials (including universal waste) during the reporting period. An additional 119.9 tons of E-waste was recycled in the same reporting year.

Furthermore, as part of the City’s collection program, a 1,500-gallon used oil collection receptacle is provided at the City’s harbor. This receptacle is available for residents who live on the boats in the Marina as well as for those boat owners and operators who rent a harbor slip to conveniently recycle the used motor oil and oil filters generated from the boats.

6.4.3 Clean Water Program Newsletters

Twice per year, educational newsletters are mailed to all homes in the City that receive water utility bills. Topics in the newsletters explain storm water pollution, effects on water quality, pollutants of concern, illegal discharges, BMP implementation, and special events.

During this reporting period two Clean Water Program Newsletters were distributed to over 42,000 households. An overview of topics in these two are listed below. A copy of these two newsletters is included in Attachment 6-A this annual report.

Fall 2007

- Water conservation and urban runoff (20 Gallon Challenge campaign promoted by the San Diego County Water Authority)
- Buena Vista Creek and Oceanside Beach Cleanup

Spring 2008

- Grease and sewer blockages
- Pool water draining tips
- Proper disposal of landscape trimmings
- Loma Alta Creek cleanup event
- Cleanup events calendar for 2008

6.4.4 Oceanside Update

In addition to printed media, the City’s community television station, KOCT, airs thirty-minute public service announcements with three-minute presentations from various City departments. Those households in the City who have access to the KOCT local channel are able to view this show. During this reporting period the Clean Water Program provided seven three-minute presentations. Table 6-1 provides an overview of the topics covered during each taping.

Table 6-1. Summary of 2007-08 Oceanside Update Topics by Month

Date	Topic Discussed
August 2007	Water conservation & irrigation runoff
September 2007	Proper hookup for RV sewage dumping at RV dump station in Oceanside harbor
November 2007	Water conservation & irrigation runoff
December 2007	Irrigation runoff & its connection to polluted runoff
February 2008	BMPs for residents during rainy season

Date	Topic Discussed
April 2008	Loma Alta Creek Cleanup
June 2008	Storm drains are different than sewer systems

6.4.5 Website

The Clean Water Program maintains its own Website providing convenient electronic access to program information for residents and the general public. The address for this website is www.oceansidecleanwaterprogram.org. This Website provides the opportunity to learn about storm water pollution, the sources of this pollution, and what can be done to eliminate these pollutants from entering the storm drain system, thereby improving water quality in receiving waters. During this reporting period there were 38,146 hits to the Clean Water Program website. This number does not account for traffic from within the Oceanside network.

Specific web pages available on the Clean Water Program Website are as follows:

- Commercial Business
- Development
- Events
- Industrial Business
- Just for Kids
- Water Quality Laws
- Other Websites
- Landslide Prevention
- Clean Water Projects
- Report Violations
- Residential/General
- Just for Educators
- Waterbodies

The residential web page offers the following information:

- An overview of pollutants in receiving waters and how those pollutants get there
- The difference between the storm drain system and the sewer system
- Links to pollutant factsheets in PDF format
- Links to brochures in PDF format, including the Storm Water Pollution prevention Tips for Residents
- Links to past Clean Water Program Newsletters in PDF format
- Link to the Residential Urban Runoff Requirements Manual

The Website address is disseminated to the public in a variety of ways:

- Listed in all Clean Water Program Newsletters
- Mentioned during each Oceanside Update Taping and shown at the bottom of the screen
- Listed on promotional items
- Listed on Clean Water Program staff business cards

6.4.6 Hotline

The City will continue to encourage public reporting of illicit discharges and illegal dumping through the City’s Urban Runoff Hotline, which is run by the Water Utilities Department. The Hotline phone number is (760) 435-5800. All calls related to potential urban runoff violations were documented and forwarded to Code Enforcement.

The Urban Runoff Hotline was promoted through a variety of media during this reporting period, including announcements on local television stations, placement on brochures, click-message pens, pencils, and other promotional “give-aways”, advertisement on the City’s Clean Water Program webpage and in Clean Water Program newsletters. During the reporting period, fifty-five (55) calls were received on the Urban Runoff Hotline by residents concerning potential urban runoff violations. This is a significant increase from the 14 calls received during the 2006-07 reporting period (a 392% increase in call volume).

6.4.7 Enforcement

Section 8.4.4 of the JURMP describes the City’s program for enforcement of ordinances in residential areas. The major activities and accomplishments undertaken by the City during this reporting period included:

- Code Enforcement response to 190 urban runoff related cases, related to residential areas and activities, during the reporting period.
- An accounting of all residential enforcement actions, taken by Code Enforcement Officers, is shown in the following table.

See Table 6-2 for an accounting of Code Enforcement Actions during 2007-08.

Table 6-2. Accounting of Residential Code Enforcement Actions for the 2007-2008 Reporting Year.

Action Type	Follow-up Phone Call	Follow-up Site Visit	Follow-up Office Visit	Written Notice	Letter Sent	Inspection Report	Admin. Warning	Administrative Monetary Citation	Referral to Other Dept	Stop Work Notice
# of Actions	140	219	7	26	32	10	28	4	1	0

6.5 Residential Component Effectiveness Assessment

See Section 11.0 for an assessment of the education component of the City’s JURMP.

6.6 Program Review and Modification

During this reporting period it was noted that improvements in information tracking is needed to more easily gather and assess data. The City will investigate opportunities to better track data collected from Hotline calls.

Also, with the increase in phone calls to the Urban Runoff Hotline reporting parties will be asked where they learned of the Hotline phone number. Gathering this information can allow better assessment of the residential outreach programs by determining which specific program components are reaching residents more than others.

7.0 ILLICIT DISCHARGE DETECTION AND ELIMINATION COMPONENT

This section is intended to document the activities conducted by the City of Oceanside during the 2007-2008 reporting period to manage illicit discharges and meet the requirements of Sections D.4 and J.3.a.(3)(f) of the 2007 Municipal Permit.

In accordance with the September 10, 2008 Regional Water Quality Control Board adoption of Addendum No. 2 to Order No. R9-2007-0001, the City will submit the entire FY 2007-08 Illicit Discharge Detection and Elimination Component, including the 2008 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2008.

8.0 EDUCATION COMPONENT

8.1 Introduction

Education is an important step in working towards improving receiving water quality both locally and regionally. By increasing public awareness and encouraging a change in both the attitude and the behavior of the general public and the regulated community, the City may reduce or eliminate storm water pollution caused by common daily activities.

The City of Oceanside will continue to provide a comprehensive storm water education program to achieve the following objectives:

- Measurably increase the knowledge of target communities regarding MS4s, impacts of urban runoff on receiving waters, and BMP solutions for the target audience.
- Measurably change the behavior of target communities, and thereby reduce pollutant releases to MS4s and the environment.

Educational programs and activities are tailored to meet the needs of the following target audiences:

- Municipal departments and personnel.
- Construction site owners and developers.
- Industrial and commercial owners and operators.
- Residential community, general public, and school children.
- “Underserved” target audiences, where applicable.

Many education outreach efforts are conducted on an ongoing basis, such as direct interaction during inspections, pre-construction meetings, or when taking calls from the City’s Urban Runoff Hotline. Educational materials are also available throughout the year at special events and at the City’s Water Utilities Department counter. Targeted mailings, focused training sessions, and other educational efforts are provided when found to be necessary through monitoring programs, records of complaints, and other similar factors.

8.2 Staff Training Element

City personnel are the eyes and ears of the City, and can provide valuable information on storm water related discharges and potential violations that may be occurring within the City. The City presents general storm water educational content, which is described in Section 10.3 of the 2008 JURMP, to all City departments. The City primarily educates its municipal personnel through classroom training, on-the-job training sessions, and the Municipal BMP Manual (Appendix C of the 2008 JURMP). Customized training programs are designed for personnel targeting fieldwork-related departments such as storm water compliance inspectors, building/engineering inspectors, public works, planning department staff, and park and recreation personnel. General informational storm water training sessions are provided for municipal personnel in other departments to review storm water regulations in the City, impacts of urban runoff and BMPs to be implemented to reduce or eliminate runoff.

During this reporting period twenty-one (21) departments or divisions were provided a training on storm water related issues. In addition one division from the solid waste and recycling trash

hauler for the City was provided with storm water training. A total of 298 City staff and 70 staff from the trash hauler attended storm water trainings.

During this reporting period one of two Storm Water Pollution Prevention Education Programs developed by a private company, EXCAL Visual, were used for municipal staff trainings. These programs include a 15-20 minute video and a quiz specific to the video.

Prior to the start of these training sessions using the programs mentioned above a multiple choice quiz was given to each participant to complete to establish a baseline of knowledge for that individual. The quiz was used as the sign-in sheet for each training session. After the completion of the video additional storm water related details were provided depending on the department or division being trained. Time is allotted for questions and answers toward the end of the training session. Prior to the end of the training session the same multiple choice quiz was given to each participant. 293 municipal employees took both a pre and post-quiz during a municipal training session. For more information on the effectiveness of these training programs based on the pre-and post-quiz scores see Section 11.0 of this report.

One program titled “Storm Water Pollution Prevention - Storm Warnings” covers Everyday Best Management Practices for Industrial Facilities. Specific BMPs are covered to address the following issues related to industrial facilities:

- Good Housekeeping
- Materials Management
- Spill Response
- Equipment Fueling & Repair
- Outdoor Manufacturing
- Preventive Maintenance
- Waste Management
- Dust Producing Processes

Departments or Divisions that received this training were:

- Water Distribution - Reverse Osmosis Plant
- Water Distribution – Operations
- Water Distribution – Maintenance
- Sewer Collections – La Salina Waste Water Treatment Plant
- Sewer Collections – San Luis Rey Waste Water Treatment Plant
- Sewer Collections – Field Staff
- Water Distribution – Weese Plant (Drinking Water Treatment Plant)

The other program titled “Municipal Storm Water Pollution Prevention – Storm Watch” covers everyday BMPs for other municipal staff activities such as Parks and Recreation and fleet maintenance. Specific BMPs covered in this course are as follows:

- Good Housekeeping and Spill Prevention
- Vehicle and Equipment Washing
- Vehicle and Equipment maintenance
- Spill Reporting and Response

- Street Maintenance
- Outdoor Storage of Materials and Wastes
- Landscaping and Lawn Care

Departments or Divisions that received this training were:

- Streets Division – Street Repair and Maintenance
- Streets Division – Street Sweepers
- Streets Division – Parking Enforcement
- Parks and Recreation Maintenance
- Fleet Maintenance
- Water Utilities Administration
- Water Meter Services
- Harbor Division – Maintenance Staff
- Harbor Division - Harbor Police
- Police Department – Police Dispatch

Other Departmental staff received customized training because of their need for specific education that was not covered in these two programs or information covered in these programs was not needed to convey to these groups due to the nature of their work as municipal employees. The following departments were trained using a customized Power Point Presentation and an interactive format to allow for questions and answers throughout the training program:

- Planning Department
- Engineering Department – Engineering Inspectors
- Building Department – Building Inspectors
- Business Licensing, Revenue and Utility Billing

Waste Management is the solid waste and recycling company that services residential and commercial/industrial businesses in the City of Oceanside. Though they are not a department division of the City, they are an important entity to target with storm water related education programs due to the nature of their business. During this reporting period one department of Waste Management was targeted with storm water education. A customized power point presentation was used to emphasize the importance of proper handling of solid waste during servicing of trash cans and dumpsters and how to report potential storm water violations to Oceanside’s Clean water Program staff..

- Waste Management – Trash, Recycling and Green Waste Truck Drivers

During the training sessions two departments requested additional information to reference during their daily work activities. The Harbor Police Department requested a quick reference guide for officers to use while in the field. This reference guide provides the storm water related City code and a brief description of the violation related to that code number. Also, the Police Dispatch operators requested a Clean Water Program Phone and Code Reference List to be placed in their “Call-out” binder. This binder is used by police dispatch operators to more easily reference codes and violations. See Attachment 8-A at the end of this section for a copy of the guide provided to Harbor Police and Police Dispatch operators.

8.3 Educational Outreach Element

Residential areas make up a large portion of the land use in the City, and therefore even small pollutant discharges can be magnified significantly and have the potential to affect the quality of the receiving waters. Activities such as residential car washing and over irrigation are harmful to receiving water bodies by contributing pollutants such as heavy metals, detergents, and nutrients. Providing residents with appropriate educational materials may help to increase overall awareness, and encourage residents to change harmful behaviors and subsequently reduce the potential for pollutants to enter the storm drain system and reach receiving water bodies.

Media

Twice per year, educational newsletters are mailed to all homes in the City with water utility bills. Topics in the newsletters explain storm water pollution, effects on water quality, pollutants of concern, illegal discharges, BMP implementation, and special events.

During this reporting period two Clean Water Program Newsletters were distributed to over 42,000 households. An overview of topics in these two newsletters are as follows:

- o Fall 2007: Water conservation and urban runoff (20 gallon challenge)
Buena Vista Creek and Oceanside Beach Cleanup
- o Spring 2008: Grease and sewer blockages
Pool water draining tips
Proper disposal of landscape trimmings
Loma Alta Creek cleanup event
Cleanup events calendar for 2008

A copy of these two newsletters is included in Attachment 6-A this annual report.

Website

The City’s Clean Water Program website also offers electronic copies of a variety of storm water fact sheets covering topics such as proper pesticide and fertilizer use, trash disposal, pet waste and lawn waste disposal, proper chlorine and other swimming pool chemical disposal, sedimentation, effects of soaps and detergents on receiving waters, and other storm water-related topics. During this reporting period there were 38,146 hits to the Clean Water Program website. This number does not account for traffic from within the Oceanside network.

Oceanside Update

In addition to printed media, the City’s community television station, KOCT, airs thirty-minute public service announcements with three-minute presentations from various City departments. During this reporting period the Clean Water Program will provided seven three-minute presentations. Table 8-1 provides an overview of the topics covered during each taping.

Table 8-1. Summary of 2007-08 Oceanside Update Topics by Month

Date	Topic Discussed
August 2007	Water conservation & irrigation runoff
September 2007	Proper hookup for RV sewage dumping at RV dump station
November 2007	Water conservation & irrigation runoff
December 2007	Irrigation runoff & its connection to polluted runoff

Date	Topic Discussed
February 2008	BMPs for residents during rainy season
April 2008	Loma Alta Creek Cleanup
June 2008	Storm drains are different than sewers

Community Events – Booths and Outreach Activities

The Clean Water Program Staff participated independently and in conjunction with other cities in the North County Storm Water Program by staffing booths at several community events in Oceanside and north San Diego County. The Clean Water Program staff talked to residents, handed out educational materials, and responded to questions and concerns.

Table 8-2 lists community events attended between July 2007 and June 2008 to encourage community participation and education of the effects of urban runoff:

Table 8-2. 2007-08 Community Events.

Date	Event	Participants (estimated)
03/30/2008	North County Earth Day at the Mission	3,000
04/20/2008	Fallbrook Avocado Festival	50,000
6/19/2008	Sunset Market - Oceanside	1,000

School Education

Educating the City’s youngest residents is important in two ways: ideally the good habits/behaviors learned will be carried into adulthood, and secondly, children may educate their families and friends around them with the information they have learned. Children are impressionable at a young age, and are therefore more likely to act upon the knowledge given to them now and throughout their life.

The City continued its outreach to school age children through the use of the watershed model during presentations. A total of ten presentations were conducted reaching 165 school-age children and 36 adults. Table 8-3 provides a list of groups and classrooms who were educated about storm water pollution via these presentations.

Table 8-3. 2007-08 School Age Children Watershed Presentations.

Date	Group	Children	Adults
03/10/2008	Cub Scouts	10	7
03/26/2008	Girl Scout Troop 1215	7	2
5/07/2008	Girl Scout Troop 1370	8	3
5/14/2008	Garrison Elementary (2 nd Grade)	17	2
5/14/2008	Garrison Elementary (2 nd Grade)	18	2
5/14/2008	Garrison Elementary (5th Grade)	25	3
5/14/2008	Garrison Elementary (4th Grade)	33	2
5/14/2008	Garrison Elementary (Kinder.)	15	1
5/15/2008	Girl Scout Troop 4099	12	4
5/15/2008	Boy Scout Pack 756	20	10
	Totals	165	36

Project SWELL (SWELL = Stewardship: Water Education for Lifelong Leadership)

The City is collaborating with the City of San Diego, the San Diego Unified School District, and San Diego CoastKeeper to customize and implement grade level specific curricula that integrates environmental topics into the science curriculum in the Oceanside Unified School District (OUSD). This curriculum provides students with knowledge of water resources in San Diego County, watershed functions, water conservation, the effects of polluted urban runoff, and how students can help prevent water pollution. Project SWELL, a water-based science curriculum, has been customized and implemented in fifth grade classes of the OUSD. The City will work with its collaborators to move forward in customizing and implementing the 6th grade curriculum, as well as additional grade level curricula in future years.

During this reporting period details specific to the northern watersheds of San Diego County were compiled and submitted in a table format for use in the 6th grade curriculum. See the Table 8-4 below for the watershed information gathered for the curriculum. The curriculum writer and editor will continue to develop the 6th grade curriculum during the 2008-09 reporting period with anticipation of implementing the curriculum in fall 2009.

Table 8-4. SWELL Oceanside 6th Grade Curriculum Watershed Information Tables

San Luis Rey Watershed	
Major Water Bodies:	San Luis Rey River, Guajome Lake, Lake Henshaw
CWA 303(d) List:	Indicator Bacteria (Pacific Ocean Shoreline at river mouth), Chloride and Total Dissolved Solids (San Luis Rey River) and Eutrophic (Guajome Lake)
Areas of Concern:	Indicator Bacteria cause beach postings and closures during winter months at the shoreline; A landfill is proposed to be sited adjacent to the river just east of Interstate 15; Significant development projects, including residential, commercial and industrial land uses, are being proposed at the I-15 and Highway 76 interchange; An approved quarry began operation in 2008 and is permitted for operation for 30 more years;
Sources of Problems:	Urban Runoff/Storm Sewers, nonpoint and point source (Chlorides) Nonpoint/Point Source (Guajome Lake)
Human Population:	115, 371 (1990); 146,383 (2000); 178,341 (2010 Forecast); 219,353 (2020 Forecast); 249,673 (2030 Forecast)
Cities in Watershed:	Oceanside (4.4%), County of San Diego (95.2 %), Vista (0.2%) Escondido (0.00014% = 52 acres), Riverside County (0.2%)
Important hydrologic resources:	Lake Henshaw at the eastern end of the watershed is a reservoir managed by Vista Irrigation District that provides drinking water to Vista and parts of Escondido and San Marcos. Water is diverted downstream of the dam from the San Luis Rey River to reservoirs in the San Dieguito Watershed;
Major Issues/Problems:	The shoreline at the mouth of the San Luis Rey River has elevated levels of indicator bacteria during winter months causing beach postings discouraging body contact with water. A bacteria source identification project began in 2008 to identify source of the bacteria.
Land Use:	The predominant land uses in the watershed are undeveloped (50%), Agriculture (37%), Residential and Parks/Recreation (10%)

Other Facts:	<p>This is a 558 square mile watershed with San Luis Rey River serving as the major tributary that begins 50 miles inland at Lake Henshaw.</p> <p>Prior to the 1960's the SLR River only flowed on rare occasions when there was above normal precipitation. During this time groundwater withdrawals from the San Luis Rey Basin exceeded recharge to the basin which resulted in lowering of groundwater levels with these levels decreasing to 43 feet below sea level by 1953. This allowed a trough of seawater to extend for a distance of two to six miles inland from the coast.</p>
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**Carlsbad Watershed
Entire Watershed Management Area (WMA)
See below for details on specific Hydrologic Areas (HAs) within the Carlsbad WMA**

Major Water Bodies:	Buena Vista Lagoon; Agua Hedionda Lagoon, Batiquitos Lagoon, San Elijo Lagoon; Loma Alta Creek, Buena Vista Creek, Agua Hedionda Creek, Encinas Creek, San Marcos Creek, Escondido Creek
CWA 303(d) List:	Ammonia as Nitrogen, Bacterial Indicators, DDE , DDT , Eutrophic, Manganese, Nutrients, Nitrate, Nitrite, Sedimentation/Siltation, Sediment Toxicity, Selenium, Sulfates, Total Dissolved Solids, Phosphate, Phosphorous
Sources of Problems:	Animal Facilities, Botanical/Zoological Gardens, Eating and Drinking Establishments, Landscaping
Human Population:	511,306 (2000 Census), 596,738 (2010 Forecast), 651,840 (2020 Forecast), 700,119 (2030 Forecast)
Cities in Watershed:	Carlsbad (18%), Encinitas (9%), Escondido (13%), Oceanside (8%), San Marcos (11%), Solana Beach (1%), County of San Diego (32%)
Important hydrologic resources:	The Loma Alta Slough and creek is an important wildlife corridor and supports several threatened and endangered species.
Major Issues/Problems:	Surface water quality degradation, beach closures, sedimentation, habitat degradation and loss, invasive species, eutrophication, benthic alterations
Land Use:	Residential (32%), Freeways and Roads (10%), Agricultural (6%), Commercial/Industrial (13%), Open Space (11%), Vacant/undeveloped (18%), Other (10%). (2006 data)
Other Facts:	211 square miles; Formed by six individual watersheds; Reaches inland nearly 24 miles with a maximum elevation of 2,400 feet..

Carlsbad Watershed - Loma Alta HA (904.1)

Major Water Bodies:	Loma Alta Creek, Loma Alta Slough
CWA 303(d) List:	Indicator Bacteria (Pacific Ocean Shoreline and Loma Alta Slough) and Eutrophic (Loma Alta Slough)
Areas of Concern:	Benthic community degradation
Sources of Problems:	Nonpoint sources (Loma Alta Slough)
Cities in Watershed:	Oceanside (95%); Vista (5%)
Important hydrologic resources:	The Loma Alta Slough and creek is an important wildlife corridor and supports several threatened and endangered species.
Major Issues/Problems:	Eutrophication in Loma Alta Slough, Indicator bacteria at Pacific

	Ocean Shoreline (Buccaneer Beach)
Land Use:	6,300 acres comprising 5% of Carlsbad Hydrologic unit. The predominant land uses in the watershed are residential, industrial/commercial and vacant undeveloped land
Other Facts:	Vacant undeveloped land occurs in the middle of the watershed most of which is planned for future development.
Carlsbad Watershed - Buena Vista Creek HA (904.2)	
Major Water Bodies:	Buena Vista Creek, Buena Vista Lagoon
CWA 303(d) List:	Sediment Toxicity (BV Creek), Indicator Bacteria, Nutrients, Sedimentation/Siltation
Areas of Concern:	Sedimentation
Sources of Problems:	Unknown sources (BV Creek), Nonpoint/point sources (BV Lagoon)
Cities in Watershed:	Oceanside (26%), Carlsbad (19%), Vista (45%), County of San Diego (11%)
Important hydrologic resources:	The Buena Vista Lagoon is a fresh water lagoon that provides important habitat and fishing opportunities; El Salto Falls is located just west of the College Boulevard crossing; The Native American Heritage Commission recently registered the El Salto Falls as a sacred site - testimony to the long term use of this area by Native Americans.
Major Issues/Problems:	Surface water quality degradation and sedimentation of the Buena Vista Lagoon; There have been discussions to return Buena Vista Lagoon into a tidally flushed lagoon. A weir located west of Interstate 5 does not allow ocean water to tidally flush the lagoon providing fresh water areas for fishing.
Land Use:	The predominant land uses in the watershed are urban/residential and commercial.
Other Facts:	As sediment reaches the Buena Vista Lagoon it falls out and provides more shallow area for tules to expand, thereby covering the surface water. Neighbors want the tules to be controlled to keep the surface water viewable from surrounding properties.
Carlsbad Watershed - Agua Hedionda HA (904.3)	
Major Water Bodies:	Agua Hedionda Creek, Buena Creek, Letterbox Canyon, Agua Hedionda Lagoon
CWA 303(d) List:	Manganese, Selenium, Sulfates, Total Dissolved Solids (Calavera Creek), Indicator Bacteria and Sedimentation/Siltation (Agua Hedionda Lagoon)
Areas of Concern:	Urban growth and the resulting loss of permeable soil has led to the degradation of the Agua Hedionda Watershed. Recent growth and anticipated future development mean that a watershed that is already impaired could get even worse. Already, notable bank undercutting, and bank erosion characterize creeks in the Agua Hedionda Watershed.
Sources of Problems:	Calavera Creek: Unknown sources for manganese, selenium and sulfates; Urban runoff/storm sewers for Total Dissolved Solids. Agua Hedionda Lagoon: Nonpoint/Point sources for indicator bacteria and sedimentations/siltation
Cities in Watershed:	Carlsbad (41%), Vista (24%), County of San Diego (24%);

	Oceanside (6%), San Marcos (5%)
Important hydrologic resources:	
Major Issues/Problems:	The Development of a Watershed Management Plan for this HA is scheduled for completion in 2008. The goal of the plan is to have
Land Use:	
Other Facts:	Third largest Hydrologic Area in the Carlsbad Hydrologic Unit (CHU); Extends approximately 10.6 miles inland from the coast; 18,800 acres in area; comprises 14% of the CHU;
Carlsbad Watershed – Encinas (904.4)	
Major Water Bodies:	Encinas Creek
CWA 303(d) List:	N/A
Areas of Concern:	Invasive Plants
Sources of Problems:	Animal Facilities; Eating and Drinking Establishments; Landscaping
Cities in Watershed:	Carlsbad (100%)
Important hydrologic resources:	Encinas Creek
Major Issues/Problems:	Invasive plants along Encinas Creek
Land Use:	3,400 acres in size; Industrial and commercial
Other Facts:	Extends 2.4 miles inland from coast with the highest elevation at 430 feet above mean sea level (MSL); Second smallest within the Watershed Management Area (WMA); The HA begins behind a small industrial area where it is immediately channelized. I continues through industrial and office parks associated with Palomar Airport; Drains directly to the Pacific Ocean.
Carlsbad Watershed - San Marcos HA (904.5)	
Major Water Bodies:	San Marcos Creek; Encinitas Creek (tributary of San Marcos Creek); Batiquitos Lagoon; Cottonwood Creek (sub-basin drains a portion of Encinitas directly into pacific Ocean at Moonlight Beach)
CWA 303(d) List:	San Marcos Creek: DDE, Phosphorous, Sediment Toxicity; San Marcos Lake: Ammonia as Nitrogen, Nutrients, Phosphorous
Areas of Concern:	Lake San Marcos is
Sources of Problems:	Animal Facilities; Eating and Drinking Establishments; Landscaping
Cities in Watershed:	Carlsbad (29%), Encinitas (15%), Escondido (5%), San Marcos (33%), County of San Diego (19%)
Important hydrologic resources:	Batiquitos Lagoon is 610 acres with a drainage basin of about 55,000 acres with its primary freshwater tributaries being San Marcos Creek from the east and Encinitas Creek which flows north along Green Valley, entering the lagoon under El Camino Real and La Costa Avenue, respectively.
Major Issues/Problems:	Accumulated silt has been filling up Batiquitos Lagoon, and the lagoon was expected to fill up. A large dredging and enhancement project was begun in 1994 to open the lagoon to the ocean's tidal changes and flows, thus slowing down the filling of the lagoon with silt. This project, completed in 1997, was funded by the Port of Los Angeles.
Land Use:	36,000 acres in size (28% of WMA).
Other Facts:	Second largest within the Hydrologic Area (HA); Extends 14.1 miles inland from the costs originates on the western slopes of Merriam

	Mountains in discharges to the ocean via Batiquitos Lagoon; Highest elevation is approximately 1,540 feet above mean sea level;
Carlsbad Watershed - Escondido Creek (904.6)	
Major Water Bodies:	Escondido Creek; Reidy Canyon; San Elijo lagoon; Lake Wohlford (reservoir); Dixon Lake (reservoir)
CWA 303(d) List:	DDT, Bacteria, Manganese, Phosphate, Selenium, Sulfates, Total Dissolved Solids, Turbidity
Areas of Concern:	Bacteria, Nutrients,
Sources of Problems:	Animal Facilities; Eating and Drinking Establishments; Landscaping
Cities in Watershed:	County of San Diego (55%); Escondido (29%), Encinitas (11%); San Marcos (4%), Solana Beach (1%)
Important hydrologic resources:	The San Elijo Lagoon is part of the San Elijo Lagoon Ecological Reserve, a county and state regional park of nearly 1,000 acres of diverse habitat including six plant communities: coastal strand, salt marsh, brackish/freshwater marsh, riparian scrub, coastal sage scrub and mixed chaparral which can accessed over seven miles of trails via eight trailheads.
Major Issues/Problems:	Four pollutants occur at high frequencies including TDS, turbidity, total coliform, and fecal coliform; invasive plants within the lagoon and upstream riparian areas;
Land Use:	54,100 acres in area (40% of WMA).
Other Facts:	Largest and most complex system in the WMA; Extends 24.6 miles inland from the coast; Escondido Creek originates in Bear Valley in north central San Diego county and discharges to the Pacific Ocean via San Elijo Lagoon.; Elevations on the ridges above Bear Valley are 2,420 feet above MSL
San Dieguito Watershed	
Major Water Bodies:	San Dieguito River, San Dieguito Lagoon, Lake Hodges (Reservoir)
CWA 303(d) List:	Pacific Ocean Shoreline – Indicator Bacteria
Areas of Concern:	Surface water quality degradation, habitat degradation and loss, invasive species, and increased imperviousness
Sources of Problems:	Urban runoff, agricultural runoff, and domestic animals
Human Population:	129,776 (2000); 181,698 (2010 Forecast); 224,491 (2020 Forecast); 241,357 (2030 Forecast)
Cities in Watershed:	Del Mar, Escondido, Poway, San Diego, Solana Beach
Important hydrologic resources:	55-mile long, 80,000 acre San Dieguito River Park; 150 acre San Dieguito Lagoon; Five (5) water storage reservoirs including Lake Hodges, Lake Sutherland, and Lake Poway.
Major Issues/Problems:	The Pacific Ocean at the mouth of the San Dieguito River is listed as a 303(d)-impaired water body for elevated coliform bacteria. In the absence of a comprehensive watershed planning effort, large-scale future development may exasperate current water quality problems and create additional beneficial use impairments. The San Dieguito Lagoon is especially sensitive to the effects of pollutants and oxygen depletion due to restricted or intermittent tidal flushing.
Land Use:	Vacant/ undeveloped (54%), parks/ open space (29 %), and urban (18%). Nearly half of the vacant land area is open to future

	development, most of which is zoned for residential usage.
Other Facts:	

Other Education Outreach opportunities

Communities Alive in Nature, a local non-profit organization, implements education outreach programs to local school districts in San Diego County. One component of their education outreach program is to educate high school age students about water quality and how to assess water quality based on water chemistry and the biological community of benthic macroinvertebrates living within the streams. The Clean Water Program was invited to participate in a hands-on field training for these students to demonstrate how to properly use field test kits for water quality analysis and the proper protocols for collection of benthic macroinvertebrates. Clean Water Program staff participated in two training sessions for 9th grade students who attend Pacific Ridge School, a local private school. These two events were held on March 6 and March 13, 2008 at Dawson Reserve and Green Oaks Ranch respectively, both located in Vista along Agua Hedionda Creek. 42 students and ten adults participated in the training.

8.3.1 Targeting “Underserved” Communities

Underserved communities are communities the City has determined may require increased educational efforts. The City targeted the following underserved communities and high-risk behaviors.

Mobile Businesses

Due to their nature, mobile businesses are typically not inspected during the routine industrial and commercial inspection program; therefore they may not be receiving the same educational material as other industrial and commercial businesses. The City plans to identify mobile businesses and develop educational outreach materials and information dissemination procedures appropriate for these businesses. Code Enforcement did respond to complaint calls related to mobile businesses.

Spanish-speaking population

The City will continue to target the large Spanish-speaking population in the City by offering a number of educational brochures and handouts, including the Green Wrench Guide and Integrated Pest Management tip cards in both English and Spanish. Additional Spanish language education outreach materials will be developed in future years.

Agricultural/Nursery/Greenhouse Operations

Due to the amount of agricultural land use in the City, the City distributed a number of printed educational materials to agricultural/nursery/greenhouse site owners and operators. The City also worked closely with the Natural Resources Conservation Service to provide technical assistance to these businesses with installing and maintaining BMPs specific to their operation. City staff promoted and distributed information on two regional workshops during the reporting period that targeted the agricultural community. On September 27, 2007, the San Diego County Farm Bureau sponsored the Ag Water Outlook for 2008 where attendees learned from water experts what to expect in 2008 to plan for water cuts while managing production. On March 27, 2008, the City of Oceanside sponsored the Water Quality Runoff Management & Agricultural

Waiver Workshop for Nurseries & Agricultural Businesses. This workshop was designed to help attendees better understand water quality runoff management and how the irrigated agricultural waiver would affect their operations.

Over-Irrigation

Water meter reader personnel are trained to document and respond to IC/IDs and over-irrigation issues as they come across such activities during their normal activities. Informational door hangers about storm water runoff, including over irrigation, were left at residences and/or businesses noted to have runoff due to over-irrigation. These colorful door hangers also provide specific information about storm water runoff, how pollutants can reach local waterways, the affects of these pollutants on the waterways and what types of activities and materials can pollute waterways. Addresses of such residences and/or businesses were documented and may be used later to target problematic areas of the City. In addition, dry weather exceedance letters were sent to areas of the City determined to be a source for exceedances of nitrate, ammonia, phosphorus, and bacteria which, when found in elevated levels, are typically attributed to over-irrigation.

Residential Car Washing

Residents continued to be encouraged to use professional car washes or to implement BMPs at their homes to prevent water produced by residential car washing from entering the storm water conveyance system. Dry weather exceedance letters were sent to areas of the City determined to be a significant source of detergents. In the future, the City may target areas that continue to be a problem with additional educational materials.

Educational Signs – Pet Waste

During this reporting period it was determined that there was a need for informational signs regarding the proper removal and disposal of pet waste. The Clean Water Program received complaint calls from the public stating that in common areas and trails there are people who walk dogs and do not pickup the waste left behind. Past signs installed stated “Please pick up your pet’s waste – Poop pollutes our parks, rivers, and beaches. The City Code was also listed on the sign.

It was determined this year to install signs that were more direct about how poop pollutes our rivers creeks and streams. Signs installed during this reporting period state, “Pet waste transmits disease. Leash and clean up after your pet. Let’s keep this area clean. Up to \$1,000 fine.” See the photo below for a picture of one of the signs installed.

During this reporting period five (5) signs were installed in two areas of the City. Since installation of these signs complaints regarding pet waste not picked up in these two areas have not occurred. See Table 8-5 for locations and numbers of signs installed.



Table 8-5. Pet Waste Signs Installed in the City during the 2007-08 Reporting Year.

Date Installed	Sign Location	Number of Signs	Brief Description
12/24/2007	3903 Waring Road	2	Grass area between sidewalk and curb where people walk their dogs
6/24/2008	Peacock Blvd.	3	Median area in neighborhood where people walk their dogs.
Total Signs Installed		5	

In previous reporting periods, 52 pet waste signs were installed in each City park and along the San Luis Rey River bike path. A photo of these signs is shown.



Education Materials Distributed

Materials are regularly developed and updated to provide residents, the general public, and students with information about urban runoff, water quality, BMPs, Clean Water Program projects, and the Urban Runoff Hotline number. These materials include brochures and promotional items that are distributed upon request and during community events where the Clean Water Program staff a booth. No significant changes were made to any of the brochures during this reporting period. Copies of these brochures were submitted with previous annual reports. Table 8-6 lists the educational materials distributed during the 2007-2008 reporting period.

Table 8-6. Educational Brochures and Promotional Items Developed and/or Distributed.

Education Material	Description	Number Distributed
Educational Brochures		
Urban Runoff Guidelines for Residents Brochure	Provides information about urban runoff and the connection to water quality, as well as typical impacts resulting from residential activities, BMPs to prevent urban runoff pollution, hotline for potential violations, and website address for more information.	250
Pollution Prevention Tips for Gardening Activities Brochure	Provides information about urban runoff and the connection to water quality, as well as typical impacts resulting from gardening activities, BMPs to prevent urban runoff pollution, hotline for potential violations, and website address for more information.	150
Urban Runoff Guidelines for Commercial Businesses Brochure	Provides information about urban runoff and the connection to water quality, as well as typical impacts resulting from commercial and industrial business activities, BMPs to prevent urban runoff pollution, hotline for potential violations, and website address for more information.	150
Urban Runoff BMPs for Construction Projects handout	Provides information about urban runoff and the connection to water quality, as well as typical impacts resulting from home-improvement activities, BMPs to prevent urban runoff pollution, hotline for potential violations, and website address for more information.	350
Urban Runoff Guidelines for Powerwashers	Provides information about urban runoff and the connection to water quality, as well as typical impacts resulting from powerwashing activities, BMPs to prevent urban runoff pollution, hotline for potential violations, and website address for more information.	100
Guide to Oceanside Waterbodies Booklet	A colorful introduction to the waterbodies in Oceanside. The Guide is intended to help residents develop a sense of stewardship, as well as provide information about local creeks, rivers, lakes, wetlands, and lagoons, the history behind each waterbody, and stakeholder information. In addition, the Guide includes a description of a watershed and current monitoring programs implemented to test recreational water quality.	300
Total number of educational brochures distributed during this reporting period.		1,300
Promotional Items		
Urban Runoff Hotline and Website magnets	Magnets were distributed with the Clean Water Program logo, website address and Urban Runoff Hotline.	500
Poop Pollutes magnets	Magnets were developed to remind residents to pick up their pet's waste.	500

Poop Pollutes Pet Waste Bag Dispensers	Pet waste bag dispensers were distributed at community events. The Poop Pollutes education message was attached as a sticker.	50
Protect Our Water bags	These 14 inch x 12 inch bags display a list of residential BMPs, Clean Water Program address and hotline number, and the Program tagline "You are the solution to water pollution." Distributed approximately 500.	500
Click Message Pen	Each pen has Oceanside's Urban Runoff Hotline phone number as well as the following text, "Protect our Waterways: sweep sidewalks, reduce pesticide use, recycle motor oil and filters, eliminate irrigation runoff, pickup pet waste, and pickup litter and cigarette filters."	1,042
Pencils made from recycled money and denim Decals	Each pencil has Oceanside's Urban Runoff Hotline phone number. These static cling decals have Oceanside's Urban Runoff Hotline phone number and can be placed on the windshield for quick reference to report potential storm water violations.	2,500
Letter opener	These letter openers have Oceanside's Urban Runoff Hotline phone number and were distributed to City employees only during municipal training sessions.	250
Stress Earth Ball	These squeezable earth balls have Oceanside's Urban Runoff Hotline phone number and were distributed to City employees during municipal training sessions as well as at community events.	500
Gel Pen	These gel pens have Oceanside's Urban Runoff Hotline phone number and were distributed to City employees only during municipal training sessions.	300
Goodie Bags	These vinyl bags have ten ways to protect our water and Oceanside's Urban Runoff Hotline and were distributed to school and scout troops (filled with other promotional items) and handed out at community event booths.	1,000
Tote Bags	These reusable tote bags are made from recycled plastic and have Oceanside's Urban Runoff Hotline phone number and Oceanside's Recycling Hotline phone number. They were distributed to employees during municipal storm water training sessions and as give-away option for beach and creek cleanup volunteers.	500
Bracelets	These translucent blue bracelets state "I Love Clean Water City of Oceanside Clean Water Program" and were distributed to children during community events and in goodie bags for classroom presentations.	500
Flashlights	These flashlights have the Clean Water Program name on them and were provided as a raffle item during municipal training sessions.	25
Total number of promotional items distributed during this reporting period.		8,417



Figure 8-1. Promotional Items Distributed During Reporting Year 2007-08.

8.4 Outreach Component Effectiveness Assessment (Optional)

See Section 11.0 for an assessment of the education component of the City's JURMP.

8.5 Program Review and Modification (Optional)

Staff Training

The Clean Water Program will continue to implement its comprehensive municipal staff training program, including the implementation of pre- and post-test quizzes. The scores from the pre- and post-quizzes will continue to be assessed to determine the effectiveness of the training programs. If specific divisions or departments are in need of educational materials or reference materials related to storm water, the Clean Water Program staff will assist in the development of these materials to provide to those departments or divisions for dissemination or reference.

During the next reporting period all brochures will be reviewed for content and updated and reprinted with revised information, where needed.

9.0 PUBLIC PARTICIPATION COMPONENT

In order to ensure success with any City-wide program, the public must be involved. Stewardship and participation by the general public will increase the acceptance and willingness to comply with new regulations. The City of Oceanside has actively pursued public involvement in the Clean Water Program through the implementation of various programs and feedback mechanisms. This section documents the activities conducted by the City of Oceanside during the 2007-2008 reporting period to meet the requirements of Section D.6 of the Municipal Permit.

Order 2007-0001 Compliance Summary

D.6 - Public Participation Component	See Entire Section 9 of this Annual Report
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9.1 Local Public Participation Opportunities

The City of Oceanside encourages its residents to become involved in the Clean Water Program in various ways. The variety of ways the public can participate in the Clean Water Program include reporting potential violations to the Urban Runoff Hotline, beach and creek cleanup events, and community events.

9.1.1 Urban Runoff Hotline

With the establishment of the Urban Runoff Hotline, (760) 435-5800, the public can report potential violations that could pollute the City's receiving waters. The Urban Runoff Hotline was promoted through a variety of media during this reporting period, including announcements on local television stations, placement on brochures, click-message pens, pencils, and other promotional "give-aways", and advertisement on the City's Clean Water Program webpage.

During the reporting period, fifty-five (55) calls were received on the Urban Runoff Hotline by residents concerning potential urban runoff violations. This is a significant increase from the 14 calls received during the 2006-07 reporting period (a 392% increase in call volume). In addition, Code Enforcement Officers received over 190 calls from residents regarding potential urban runoff violations.

9.1.2 Oceanside Eyes

In addition to the Urban Runoff Hotline City Staff is encouraged to participate in the Clean Water Program through the use of a special City Enhancement Hotline specifically for Oceanside employees called "Oceanside Eyes." This hotline is call incentive driven and promoted internally. During storm water classes for municipal staff, this hotline is mentioned as an alternative for calling the Urban Runoff Hotline.

9.1.3 Cleanup Events

City Sponsored events

To increase Oceanside residents' stewardship toward our local waterways, the Clean Water Program hosts annual cleanup events at every major waterway in Oceanside including Buena Vista Creek, Loma Alta Creek, San Luis Rey River and also hosts several beach cleanup events throughout the year. Each cleanup averages anywhere between 100 to 300 participants. During the 2007-08 reporting period, approximately 1,039 volunteers removed approximately 11.11 tons

of trash, debris, appliances, furniture, shopping carts and other unwanted material from Oceanside waterways.

Private group sponsored events

Also, private groups regularly approach the city to coordinate their own beach cleanup. The city of Oceanside including the Clean Water Program, Lifeguard division and the harbor maintenance staff support these groups by providing them guidance on what areas to target for cleanup, supplies for their event (bags and gloves) and safety instructions for the group. During this reporting period six private groups coordinated their own beach cleanup event in Oceanside. A total of 865 volunteers removed 485 pounds form Oceanside beaches.

One event coordinated by I Love A Clean San Diego included an aerial art photograph opportunity. This event titled Kids Ocean Day Cleanup was held on June 6, 2008 at the Oceanside City Beach, just south of the pier. This event alone had 800 participants who removed 100 pounds of trash from the beach and then arranged themselves for an aerial photograph taken by a hovering helicopter. See Figure 9-1 below for a picture of the aerial photo.



Figure 9-1. June 6, 2008 Kids Ocean Day Cleanup and Aerial Photo.

Between the City sponsored and private group sponsored events, 1,904 volunteers removed 15,705 pounds of trash and debris from Oceanside City beaches and the three waterways that traverse the City of Oceanside including, the San Luis Rey River, Loma Alta Creek and Buena Vista Creek. Table 9-1 lists cleanup events held between July 2007 and June 2008 to encourage community participation and education of the effects of urban runoff:

Table 9-1. Cleanup Events Held during the 2007-08 Reporting Year.

Date	Event	Number of Participants	Pounds/Tonnage of Waste Removed
City Sponsored Cleanup Events			
7/5/2007	Morning After Mess	60	463 pounds
9/15/2007	Buena Vista Creek Cleanup	130	5,500 pounds
9/15/2007	Oceanside Beach Cleanup	300	257 pounds

Date	Event	Number of Participants	Pounds/Tonnage of Waste Removed
11/10/2007	San Luis Rey River Cleanup	136	1,000 pounds
4/26/2008	Loma Alta Creek Cleanup	413	8,000 pounds
	Total City Sponsored Events	1,039	15,220 pounds
Private Group Sponsored Events			
01/10/2008	Oceanside High School Environmental Club	10	10 pounds
02/23/2008	Oceanside High School Baseball Players	52	260 pounds
4/05/2008	Pacific Kiwanis High School Students	25	50 pounds
4/07/2008	Vista High School Key Club	5	10 pounds
4/19/2008	Black Student Union Cal State San Marcos	33	55 pounds
6/06/2008	Kid's Oceanside Beach Cleanup	800	100 pounds
	Total Private Group Events	865	485 pounds
	Grand Totals	1,904	15,705 pounds

Cleanup event mailing lists

During this reporting period and in previous years all volunteers were placed on a mailing list and were periodically mailed fliers with event information allowing them a sense of ownership and responsibility toward the Program. See Attachment 9-A for 2007-08 reporting year fliers mailed to past participants. In order to become more environmentally conscious and use less paper, during the next reporting period, the Clean Water Program will create an email distribution list as a way to inform interested parties about upcoming cleanup events. This will save time for staff to update mailing labels and eliminate the postage and printing costs for mailing these fliers.

9.1.4 Oceanside Update Show

Clean Water Program staff appear regularly on the Oceanside Update Show broadcast through Oceanside Channel KOCT. Each spot allows staff to spend three to five minutes discussing specific storm water pollution programs, pollution prevention, and BMPs to reduce impacts. The show is broadcast twice daily at 7:00 a.m. and 7:00 p.m. Topics are varied with every taping of Oceanside Update, therefore the viewing audience learns about a multitude of BMPs. While KOCT is unable to determine the actual number of residents who watch Channels 17 and 18 regularly or for any length of time, both channels broadcast to approximately 50,000 Oceanside households. Table 9-2 summarizes topics discussed each month in which the Clean Water Program aired a spot:

Table 9-2. Summary of Oceanside Update Topics by Month.

Date	Topic Discussed
August 2007	Water conservation & irrigation runoff
September 2007	Proper hookup for RV sewage dumping at the Oceanside Harbor RV dump station
November 2007	Water conservation & irrigation runoff
December 2007	Irrigation runoff & its connection to polluted runoff
February 2008	BMPs for residents during rainy season
April 2008	Loma Alta Creek Cleanup
June 2008	Strom drains are different than sewers

9.1.5 Additional Public Participation Opportunities

Other opportunities for local public participation during this reporting period are discussed below.

Interpublic Education. The City has developed programs to educate the public and various target communities of the JURMP and the numerous ways the public can contribute to reducing pollution of the City’s waterways and Receiving Waters. However, the City recognizes that no matter how many educational programs it implements, there will always be a need for ongoing outreach to various audiences. Therefore, “spreading the word” is another significant effort that the public will be encouraged to participate in that will substantially contribute to the success of the JURMP. When speaking with the public about urban runoff issues, they are encouraged to speak with neighbors about how everyday activities can potentially pollute local waterways.

During this reporting period the Clean Water Program was contacted by a city resident living in a neighborhood with a Homeowners Association. This resident requested informational brochures that could be distributed to households in the neighborhood that address urban runoff and water conservation information. Brochures and information provided to the resident for distribution were as follows:

- Urban Runoff Guidelines for Residents – 125 each
- Pollution Prevention Tips for Gardening Activities - 125
- Pollution Prevention Tips for Landscape Contractors – 5
- Miscellaneous promotional items

The City will continue to provide homeowners associations with informational brochures for distribution throughout their communities.

City Staff Activities. City staff is the public at work. Staff is encouraged to report violations and provide feedback on the implementation of the JURMP. City staff is the eyes and ears of the City, and can provide valuable information on which components and programs are working and provide suggestions or recommendations on improving the programs. The City staff is provided an incentive based hotline called Oceanside Eyes for reporting potential runoff violations as well as other problems that require remediation, such as road repair or infrastructure maintenance needs. In addition, City staff provides feedback during municipal training sessions, information meetings, and by direct contact with the Clean Water Program Manager and staff. Comments are discussed and if changes can be made to better improve the program, then they are planned and implemented.

9.2 Regional Public Participation Opportunities

This section describes those mechanisms available, at the regional level, for the public to participate in to assist in the implementation of regional JURMP related programs and to provide feedback to the Copermittees and contribute to the continuing development of the numerous JURMPs in effect around the County:

9.2.1 Media

Outreach to the public through the media serves as a widespread public education BMP. These messages also promote public participation and further stewardship of the City's MS4 and receiving waters. Press releases for cleanup events were sent to local media outlets to request placing information in the publications. Media is an important element of public participation and keeps communication open between government staff and the public.

During Fiscal year 2007-08 three events were covered in the following publications:

- September 15, 2007 Coastal Cleanup Day – Article in The Coast News providing an overview of the event.
- November 10, 2007 San Luis Rey River Cleanup Event – Article in North County Times; front page of local section
- April 26, 2008 Loma Alta Creek Cleanup Event – Advertisement in local publication titled *Kids Stuff*.

Copies of the media coverage are located in Attachment 9-B.

9.2.2 Regional Events

San Diego County Fair The San Diego Regional Storm Water Copermittees sponsored the San Diego County Fair (Fair) in 2008 as an education and outreach activity. The sponsorship was a joint effort between the City of San Diego's Think Blue program and the regional Copermittees with each entity contributing approximately half towards the overall cost. The Fair was selected as a regional event due to its unique ability to potentially reach more than one million San Diegans and convey a strong environmental message. The Residential Sources and Outreach Workgroup (Outreach Workgroup) was responsible for overseeing sponsorship activities with the City of San Diego leading the coordination and implementation efforts.

The 2008 Fair was held June 14th through July 6th, spanning two fiscal years and will be included in both the FY 07/08 and FY 08/09 annual reports. The attendance for the fair was estimated at 1,235,698 persons for the 21 days the event occurred. Sponsorship for the Fair included staffing an outreach booth for 11 days, in which the majority of the jurisdictions provided staffing support. Two staff people from the City of Oceanside's Clean Water Program staffed the booth on June 21, 2008.

The outreach booth served as the primary method for educating the public about watershed protection and pollution prevention. The Outreach Workgroup elected to promote Integrated Pest Management (IPM) as the primary theme and collaborated on the distribution of IPM materials in both English and Spanish. Individual jurisdictions were invited to distribute their own materials in addition to the IPM materials. The Copermittees received credit as both a Flower & Garden Show sponsor and an Enviro-Fair sponsor.

Think Blue was designated as the brand for the Copermittees' during the event and signage demarking the symbol included banners, planter box displays and recycle bin stickers, which were visible at over 500 locations throughout the Fair. Media exposure included TV, radio and press releases. The sponsorship was printed in both the Fair program and included on the Fair map. Other promotions included newspaper advertisements, electronic messaging over the Jumbo Tron, website logos and links, and PA system announcements in both English and Spanish.

Think Blue, City of San Diego developed an event survey for the purposes of assessment. Over 1,200 survey cards were completed during the 11 days the booth was staffed. The questions focused on general storm water knowledge and awareness. The results are being tabulated and will be reported in FY 08/09.

Copermittee Meetings. Similar to Project Clean Water, the Copermittees meetings provide opportunities for public participation. Attendees include a wide variety of experts, including representatives of federal, state and local agencies, industry representatives, environmental groups, consulting firms, product vendors, general public, and academic and research institutions. Throughout the meeting, local municipality representatives are provided the opportunity to share recent water quality events. The meeting provides a venue to discuss the latest issues facing the various Copermittees and provides valuable insight into the current regional Urban Runoff issues. Public participation helps promote conversation and education on evolving industry standards.

Regional Hotlines. The regional hotlines provide a direct connection for public participation. Historically, the hotlines have worked well and should continue to increase in use as more people are educated of the hotline and the types of issues to report. The City will encourage reporting through its local hotlines, however, the regional hotlines will serve as an alternative to the local hotlines and also provide an opportunity for reporting by visitors to the City, from other areas in the County, who are not familiar with the local hotlines.

10.0 FISCAL ANALYSIS COMPONENT

The City of Oceanside acquires the funds necessary to facilitate the City’s storm water program through four departments or divisions in the City: Water Utilities, Public Works, Engineering and Code Enforcement. Much of City’s storm water program falls under the responsibility of these four departments/divisions. Funds obtained for use in implementing the City’s storm water program are utilized for a number of different programs, including jurisdictional, watershed, and regional programs. This section documents the activities conducted by the City of Oceanside during the 2007-2008 reporting period to meet the requirements of Section G of the Municipal Permit Order 2007-0001.

Order 2007-0001 Compliance Summary

G: Fiscal Analysis Component	See Entire Section 10 of this Annual Report
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Effective programs require adequate funding to implement planned activities. The first step in securing adequate funding for the JURMP is to provide a strategy for effectively conducting a fiscal analysis of the JURMP in its entirety. This year’s fiscal analysis included an evaluation of the expenditures (such as capital, operation and maintenance, education, and administrative expenditures) necessary to accomplish the activities described in the JURMP and required under investigation orders and Total Maximum Daily Loads (TMDLs).

10.1 Fiscal Analysis Methods

10.1.1 Program Funding

As previously mentioned, the City secures funding for the implementation of the storm water program through the Water Utilities, Public Works, Engineering and Code Enforcement departments/divisions in the City. To secure adequate funding, the Water Utilities Department collects a Clean Water Program surcharge. The surcharge is based on the customer’s water consumption, so the surcharge is also designed as an incentive for individuals to conserve water. During this reporting period an increase in the surcharge was secured in order to cover significant increases in costs due to additional requirements under Permit Order 2007-001, Investigation Orders, and TMDLs. This amount is equal to \$.07 per unit of water used.

The Land Use Planning and Development department secures funding from development-related programs. The Engineering Division receives funding through fees assessed on developers for grading plan checks and inspections. Funding for Public Works departments is obtained through general allocations to the department.

10.1.2 Urban Runoff Management Programs

The City’s storm water budget is used to support the following expenditure categories:

- Administration of the City’s Clean Water Program
- Development Programs
- Capital Improvement Projects/Storm Water Pollution Compliance Programs
- Storm Drain Improvements

- Solid Waste
- Flood Control
- Street and Median Maintenance

Personnel from various City divisions/departments are involved in the implementation of the City's storm water program. Refer to Section 2 and the City's certification letter in Appendix A of the City's 2008 JURMP for further detail regarding the responsibilities of various departments. Other program expenditures include watershed and regional storm water activities.

10.1.3 Expenditure and Budget Reporting

Following are the expenditures for fiscal year 2007-08 as well as a proposed budget for the next fiscal year. The fiscal year expenditures are presented in tabular format with separate rows for different expenditure categories and the associated budget. The budget for the next fiscal year is presented in the same table.

The JURMP budgeting for the Water Clean Water Program which includes various departments is described in the following sections and summarized in Table 10-1 at the end of this section. During this reporting year two full-time positions were added under the Clean Water Program. These two positions were added to address the significant increase of inspection requirements for the industrial/commercial component. Currently there are eight staff people dedicated to the City's Clean Water Program.

- One full-time Clean Water Program/JURMP Coordinator
- Two full-time Environmental Specialists (focusing on water quality monitoring, education outreach, and program administration)
- Two full-time Code Enforcement Officers
- Two full-time CWP inspectors (new staff additions this year)
- One full-time Engineering Assistant (focusing on SUSMP and future HMP)

10.1.3.1 Water Utilities Department

The surcharge rate described above under Program Funding is listed as a separate line item on Oceanside customers' utility bills. This allows for the clear delineation of the revenue being secured for the Clean Water Program in the Water Utilities section of the utility bill. The costs to administer the Clean Water Program during Fiscal Year 2007-08 totaled \$1,367,346. It is anticipated that the Water Utilities Department will expend \$1,124,987 during Fiscal year 2008-09.

10.1.3.2 Public Works

The overall cost of the City's street sweeping program is estimated at \$907,000 during this reporting period. This includes \$442,000 for equipment costs and \$465,000 for staff costs. With a total of 1,142 miles of public streets maintained in the City at a cost of \$907,000, this averages out to \$794.22 per mile. This cost does not account for the additional curb miles swept more frequently than others within the City and does not account for the parking lots swept. During future reporting periods, the city will develop a more refined length of curb miles to accommodate for the streets that are swept more than once monthly.

The cost for inspection and maintenance of the MS4 was \$351,910 during this reporting period. These costs are expected to increase to \$360,580 during fiscal year 2008-09. During Fiscal year 2007-08 the Public Works Department spent approximately \$1,323,910. It is anticipated that the Public Works Department will expend \$1,369,580 during Fiscal year 2008-09.

10.1.3.3 Engineering

Municipal Permit Order 2007-001 requires an increased focus and effort in development-related review and inspection, development of a Hydromodification Plan and revisions to the Standard Urban Storm Water Mitigation Plan. The approximate costs to implement this program during Fiscal year 2007-08 totaled \$272,510. It is anticipated that Engineering Department will expend \$275,006 during Fiscal year 2008-09.

10.1.3.4 Overall Clean Water Program Costs

During Fiscal Year 2007-08 approximately \$2,963,766 was expended amongst four departments (including Code Enforcement) for the implementation of the Clean Water Program. It is anticipated that the total program costs for Fiscal Year 2008-09 will total \$2,769,573. This reduction is due to the fact that the majority of the costs for the Lagoon TMDL Investigation Order was appropriated during the first year of the two year program.

Figure 10-1. JURMP Budgeting for Water Utilities, Public Works and Engineering Departments/Divisions.

Department	Item	Fiscal Year 2007-2008	Projected Fiscal Year 2008-2009
Water Utilities	Personnel (including Code Enforcement)	\$410,330	\$588,767
	Misc. office supplies, postage, uniforms	\$2,000	\$3,200
	Print Materials	0	\$30,000
	Monitoring Programs including lab materials, supplies and services	\$17,191	\$103,000
	Other Misc – Cleanups and booths	\$73,000	\$34,500
	Consultant Fees – Investigation Order, TMDL and Regional Monitoring Programs	\$730,440	\$151,678
	Independent Contractors	0	\$39,000
	Permits	\$135,000	\$25,000
	Dues, Travel, Advertising	\$9,400	\$16,450
	Equipment	\$2,000	\$20,000
	Regional URMP Activities	\$16,815	\$51,615
	Watershed URMP Activities	\$41,521	\$47,180
	Regional Education	\$10,656	\$11,082
	Effectiveness Assessment	\$3,256	\$3,515
Water Utilities	Total	\$1,367,346	\$1,124,987
Public Works	Street Sweeping (Equipment)	\$442,000	\$460,000
	Street Sweeping (staffing and /or contract costs)	\$465,000	\$484,000
	Conveyance System Cleaning (Contracted Work and City Staff)	\$351,910	\$360,580
	Personnel for CWP Monitoring	\$65,000	\$65,000
Public Works	Total	\$1,323,910	\$1,369,580
Engineering	Personnel	\$250,000	\$260,000
	Hydromodificaiton Plan	\$22,510	\$15,006
Engineering	Total	\$272,510	\$275,006
	Grand Total	\$2,963,766	\$2,769,573

11.0 EFFECTIVENESS ASSESSMENT COMPONENT

11.1 Introduction

Effectiveness assessment is an important component of the JURMP because it can assist the City in determining which programs, and program components, are effectively improving water quality or leading to water quality improvement. The San Diego County Copermittees developed two guidance documents to assist in the assessment of the JURMP components as well as the jurisdictions overall JURMP program. These two documents are titled *A Framework for Assessing the Effectiveness of Jurisdictional Urban Runoff Management Programs* and the *Baseline Long-term Effectiveness Assessment* (BLTEA). The City participated in regional efforts to develop these documents in anticipation of the requirement to assess their JURMP programs.

The City gathered and evaluated data for some of the program components for assessment during this reporting period. This data will be valuable for incorporation into long-term effectiveness evaluation on a jurisdictional level. In future reporting years the issue of standardized assessment metrics and procedures will be addressed by the Copermittees. The City anticipates participation in the further development of these work products.

Implementation of the City's JURMP is intended to reduce discharges of urban runoff related pollution to the MEP. The City regularly evaluates its program to make it as effective as possible. The overall structure of the City's storm water program is composed of three primary components:

- Program Planning
- Program Implementation
- Effectiveness Assessment

The process typically proceeds from planning to implementation to assessment, although in practice all three may be in progress at the same time. The initial step is program planning, which requires identifying potential pollutant sources, establishing BMP requirements, and establishing targeted outcomes and ways to measure those outcomes.

Next the program developed during the planning step is implemented. Program implementation is assessed each year using the methods developed in the program planning stage and reported in JURMP annual reports. The conclusions from these assessments are used during the next round of program planning to incorporate improvements to the program and refine the assessment technique. The effectiveness assessment approach developed by the Copermittees during the 2005-06 permit cycle includes six different levels of targeted outcomes. Each successive level represents a step up from more easily measured, activity-based outcomes to more difficult to measure, quality-based outcomes. The levels are listed below.

- Level 1: Compliance with Activity-Based Permit Requirements
- Level 2: Changes in Knowledge/Awareness
- Level 3: Behavioral Change/BMP Implementation

- Level 4: Load Reductions
- Level 5: Changes in Discharge Quality
- Level 6: Changes in Receiving Water Quality

The establishment of measurable outcomes is necessary for both incremental program component improvements and as a basis for future establishment of relationships between implementation and water quality improvement outcomes.

11.2 Effectiveness Assessment Results

The Municipal Permit Order 2007-0001 requires the City to assess the effectiveness of each significant activity for each program component, for each program component as a whole, and for the storm water program as a whole. Levels 1, 2, 3, 4, 5, and 6 outcomes are discussed in the text below. As has been noted in the recently released CASQA effectiveness assessment guidance, methods for integrated assessment—assessment that combines both monitoring data and programmatic data—are still under development at regional and statewide levels (CASQA, 2007).

11.2.1 Outcome level assessments

Level 1 – Compliance with Activity-Based Permit Requirements: Documenting Activities

Compliance with Activity-based permit requirements is intended to provide a quantitative assessment that reflects the regional long-term effectiveness assessment framework through targeted outcomes for the City based on various components of the Municipal Permit. Level 1 outcomes take the form of a simple yes or no answer basically answering “Was the control measure completed?” or it may provide feedback that may be quantified, counted, or tracked over time to demonstrate effort or progress. This may take the look of the number of tasks completed

Level 2 – Changes in Knowledge/Awareness: Raising Awareness

An important goal of stormwater programs is to increase the level of knowledge and awareness among target audiences such as residents, businesses, and municipal employees. Level 2 outcomes provide program managers feedback on how effective the various control measures have been in raising awareness and changing attitudes of the target audience.

Level 3 – Behavioral Change/BMP Implementation: Changing Behavior

A key focus of the stormwater management program is to effect changes in behavior. By building increases in knowledge and awareness (Level 2), level 3 outcomes provide program managers with feedback on how effective the program elements and control measures have been in motivating target audiences to change their behaviors and implement appropriate BMPs.

Level 4 – Load Reductions: Reducing Loads from Sources

Many control measures are intended to reduce the loading of pollutants from targeted sources. Load reductions should, in turn, result in improvements to discharge and

receiving water quality. Assessment of Level 4 outcomes is feasible for some programs that directly measure the amounts of pollutant removal, such as MS4 cleaning.

Level 5 – Changes in Discharge Quality: Improving Runoff Quality

A primary focus of stormwater management programs is to reduce pollutants in stormwater to the maximum extent practicable, and to ensure that these discharges do not cause or contribute to violations of water quality standards in receiving waters. At this level baseline measurements of runoff quality are measured to allow comparison. Measurable changes requirements frames of a year or greater. And, multi-year data sets are needed in order to have any confidence in the measured change.

Level 6 – Changes in Receiving Water Quality: Protecting Receiving Water Quality

The ultimate objective of stormwater management programs is the protection of water bodies. At level 6, program mangers will focus on outcomes such as compliance with water quality standards, protection of biological integrity, and beneficial use attainment.

Summary

Program elements and control measures will typically have outcomes at more than one of the levels described above and not all outcome levels will necessarily be applicable to all activities. The information submitted with this report will address levels 1, 2, 3 and 4. Section 7 of this report, IDDE, will be submitted prior to December 15 and will address level 5.

11.2.2 Overall Component Assessments

11.2.2.1 Development Planning

The City’s review process for development projects is effectively requiring higher removal efficiency BMPs. Based on some interaction with responsible parties after the end of the reporting period and the results of the treatment control inspections, it appears that there is a consistent desire by developers to include just structural BMPs instead of a combination of structural and treatment controls BMPs. The City will work with the parties responsible for maintenance of treatment control BMPs to address this issue during 2008/2009. The following information highlights the Development Component of the City’s JURMP. Table 11-1 presents the level 1 effectiveness assessment.

Revised SUSMP Manual

The City of Oceanside Interim Local SUSMP is based on the Interim Model SUSMP developed collectively by the Copermittees to address post-construction urban runoff pollution from new development and redevelopment projects that fall under both “priority project” and “standard project” categories. The general goal of the SUSMP is to develop and implement practicable policies to ensure to the maximum extent practicable that development does not increase pollutant loads from a project site and urban runoff flow rates, volumes, velocities, and durations. This goal may be achieved through site-specific controls and/or drainage area-based structural treatment controls. The City’s Interim Local SUSMP identifies appropriate BMPs for certain designated project types to achieve this goal. Projects that fall identified as priority projects are required to prepare a Stormwater Mitigation Plan (SWMP). Development projects not qualifying as priority projects will be required to prepare a Runoff Assessment Report (RAR) as specified in

this SUSMP. The RAR will require the applicant to incorporate LID concepts, site design BMPs, and source control BMPs in the project design, but no structural treatment control BMPs will be required. The manual is available on the Clean Water Program website.

Interdepartmental Coordination

The City’s SUSMP and development review process includes multiple departments and divisions throughout the City. The City has taken necessary steps to maintain compliance with SUSMP requirements through the coordination of these multiple departments and divisions.

Dedicated Storm Water Management Program

The City established the Clean Water Program (CWP) in 2001 under the Water Utilities Department. The CWP program in conjunction with the Engineering Department provides the necessary oversight for all management components of the SUSMP. During this reporting period the Engineering Department hired a full time storm water plan check reviewer.

Table 11-1. Development Planning – Level 1: Compliance with Activity-Based Permit Requirements: Documenting Activities.

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Development Planning D.1.e	Development Projects	# Projects needing SWMP	# Projects completing SWMP	Actual/Target	Percent (%) Completion
	Priority Projects (Required SWMP)	36	36	36/36	100
		# Sites needing RAR	# Sites completing RAR	Actual/Target	%
	Standard Projects (Require RAR)	4	4	4/4	100
	SUSMP Inspections	# Sites targeted for Inspection	# Sites Inspected	Actual/Target	%
	High, Medium and Low Priority Sites (Total = 41)	41	41	41/41	100

As the City continues to grow and evolve, challenges associated with data management emerges such as tracking of post-construction BMPs, maintenances agreements, and associated documents. It is important to update available tools with up-to-date information. This will be an issue to address during the next reporting period.

11.2.2.2 Construction

The construction component of the City’s JURMP continues to be effectively implemented through inspection and enforcement, education and training and BMP

maintenance (Table 11-2). As construction activities continue, the City will maintain the level of performance established from past years, and continue to meet the regulatory standards mandated in the Municipal permit.

Table 11-2. Construction – Level 1: Compliance with Activity-Based Permit Requirements: Documenting Activities.

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Development Planning D.2.d	Construction Projects	# sites targeted for Inspection	# sites inspected	Actual/Target	Percent (%) Completion
	High Priority Sites	20	20	20/20	100%
	Medium Priority	29	29	29/29	100%
	Low Priority Sites	26	26	26/26	100%

11.2.2.3 Municipal

The municipal component of the City’s JURMP continues to provide a well-rounded approach and will continue to implement a comprehensive education program along with inspections of municipal facilities, MS4 maintenance, sanitary sewer slip-lining and street sweeping (Table 11-3).

Table 11-3. Municipal – Level 1: Compliance with Activity-Based Requirements; Level 4 - Load Reductions: Reducing Loads from Sources.

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Municipal D.3.a	Municipal Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	(High, Medium and Low priority facilities)	230	230	230/230	100%
	MS4	# of catch Basins to be cleaned	# of catch Basins actually cleaned	Actual/Target	Percent (%) Completion
	Catch basins cleaned	3,252	3,252	3,252/3,000	100%
	Sanitary Sewer	# of feet to be slip-lined	# of feet actually slip-lined	Actual/Target	Percent (%) Completion
	Feet of sewer slip-lined	5,352	7,252	7,252/5,352	135%
	Street Sweeping	# of miles of streets to be swept	# of miles of streets actually swept	Actual/Target	Percent (%) Completion
	Miles of street swept	571	571	571/571	100

In addition the City implemented a training program that provided pre- and post-quizzes to assess the effectiveness of the training course specific to each department or division. During the 2007-08 reporting year, 298 City staff was trained on the City’s storm water program requirements. Pre- and post- tests were given to assess the level of knowledge before and after each training session. Depending on the nature of the employee’s department, the employee’s were given a 15 or a 20 questions test. One training program and its associated quiz targeted staff who work at and maintain industrial facilities. The other training programs targeted City staff that worked in various departments including fleet maintenance, parks and recreation and street maintenance. The average City pre-test score was 64% percent of the questions correct. The average City post-test score was 98% percent of the questions correct. Figure 11-1 presents the pre- and post-test scores by City department.

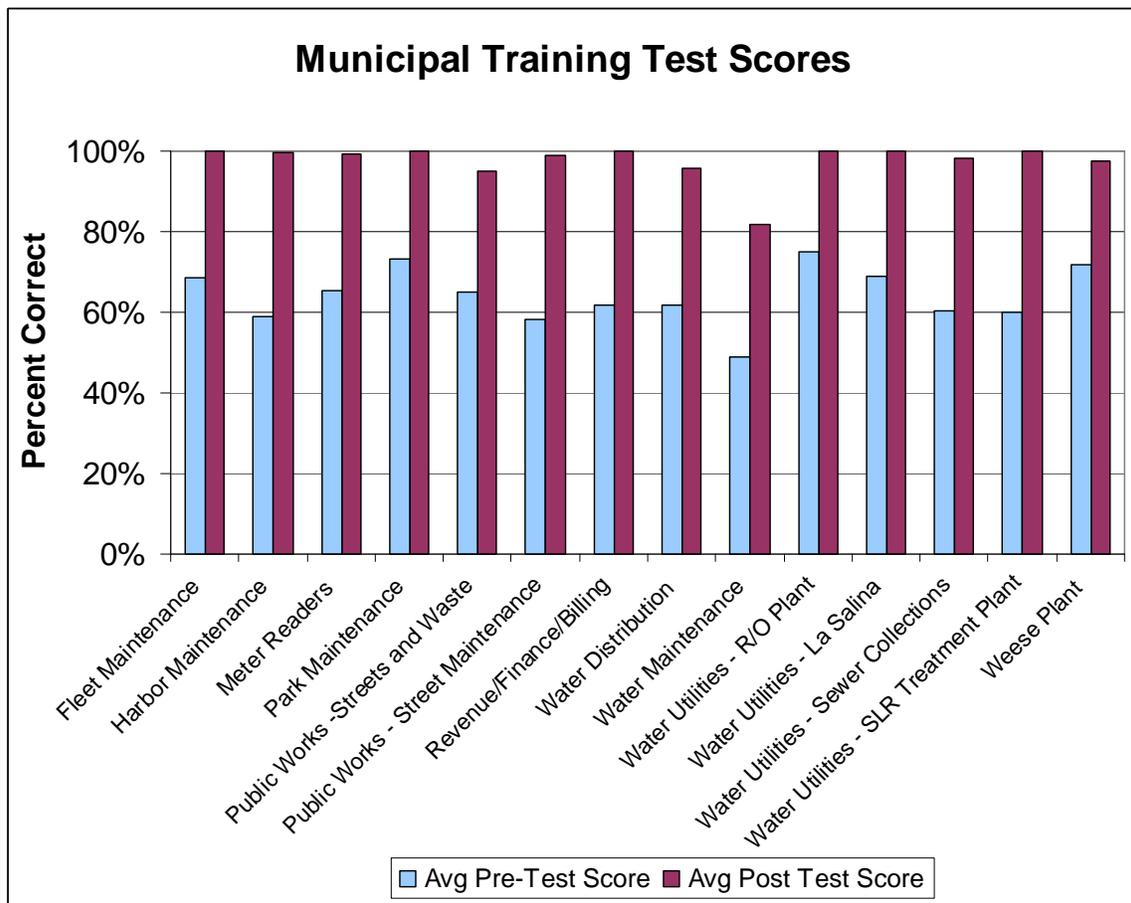


Figure 11-1. Municipal – Level 2: Changes in Knowledge/Awareness: Raising Awareness.

11.2.2.4 Industrial and Commercial

The City implements a comprehensive inspection program for industrial and commercial facilities including all restaurants and nursery and greenhouse operations. Table 11-4 provides an assessment for the inspections.

Table 11-4. Industrial and Commercial Component - Level 1: Compliance with Activity-Based Requirements.

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Municipal D.3.b	Industrial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	High, priority facilities)	52	52	52/52	100%
	Industrial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	Medium and Low priority facilities	As Needed	75	N/A	N/A
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	High priority facilities - Restaurants	371	371	371/371	100%
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	High priority facilities – Other than restaurants	94	94	94/94	100%
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	Medium and Low priority facilities	As needed	104	N/A	N/A
	Nursery and Greenhouses	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	All High Priority	28	28	28/28	100%

During inspections of industrial, commercial, and nursery and greenhouse operations, City staff and contractors rated the overall level of storm water knowledge and the level of BMP implementation while completing the inspection. The knowledge assessment ratings were designed to gauge awareness of storm water pollution prevention and implementation of effective BMPs. Table 11-5 presents the basis for the ratings.

Table 11-5. Description of Effectiveness Assessment Levels for Inspections.

Overall Level of Knowledge	
Level	Description
5	Individual demonstrated an in depth knowledge of the storm water program and BMPs consistent with the facility’s activities and operations.
4	Individual has a clear understanding of BMPs but may not have a clear awareness of the connection between pollution prevention and water quality.
3	Individual has a general understanding of storm water issues (“ <i>I’ve heard something about that</i> ”), but not specific storm water requirements or BMPs required for the facility.
2	Individual has a general awareness of water quality issues, but does not understand the requirements of the storm water program, BMPs, or pollution prevention.
1	Individual has never heard of the storm water program, requirements, or BMPs. This individual does know what BMPs are or understand how to implement them.
Overall BMP Assessment	
5	All BMPs implemented effectively. No violations noted during the inspection.
4	BMPs implemented effectively, however minor violations associated with communal areas or good housekeeping practices (i.e., dumpsters open, leaves in the parking lot, etc.) were noted during the inspection.
3	BMPs have been implemented throughout the site, but not properly or adequately maintained. Violations were noted during the inspection and a verbal notice was issued. A detailed inspection report or written Warning Notice may follow.
2	BMPs have not been implemented. Several violations were noted during the inspection, however an illegal discharge was not observed. A detailed inspection report and/or written warning was issued.
1	An illegal discharge was noted during the inspection. Enforcement actions (NOV, citation, etc.) required.

During the 2007-08 reporting year, the majority of ratings for overall level of storm water knowledge was a Level 3 based on Table 11-5 above. This indicates that the facility manager or responsible party had a general understanding of storm water issues, but not specific storm water requirements of BMPs required for the facility. Figure 11-2 presents the overall level of knowledge assessment for 2007-08 industrial and commercial inspections with the levels shown by facility type.

The majority of ratings for overall BMP assessment were also a Level 3 based on Table 11-5 above (Figure 11-3). This indicates that BMPs have been implemented throughout the site, but not properly or adequately maintained. However, there were more Level 4 and Level 5 ratings indicating a high level of effective BMP implementation in all types of facilities.

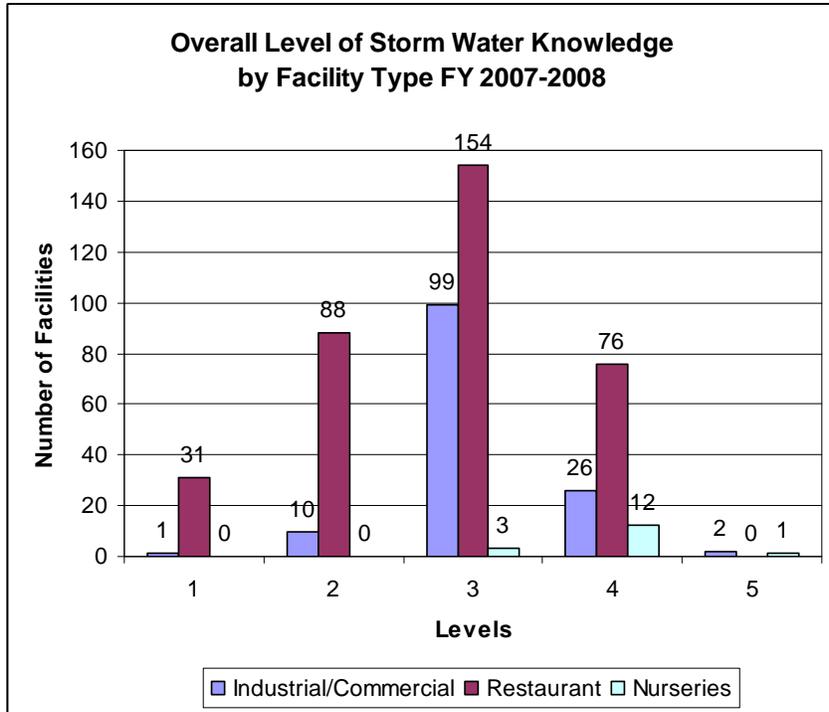


Figure 11-2. Industrial and Commercial – Level 2: Changes in Knowledge/Awareness: Raising Awareness.

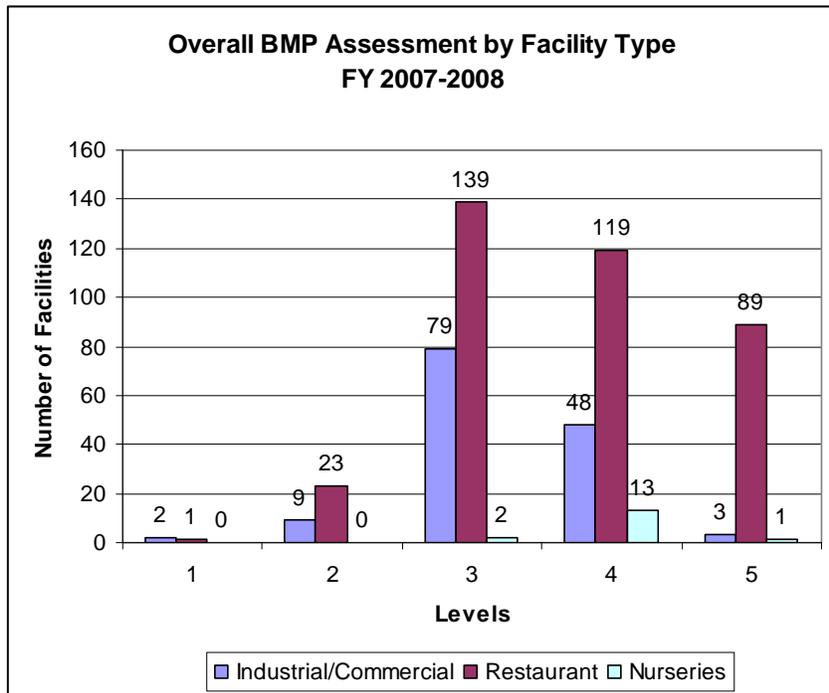


Figure 11-3. Industrial and Commercial – Level 2: Changes in Knowledge/Awareness: Raising Awareness.

Comparison between the two questions shows that the inspected facilities of all types show a higher rating of BMP implementation than overall storm water knowledge, except for the nurseries and greenhouses. These facilities have a higher knowledge of general storm water pollution prevention practices than the industrial, commercial, and restaurant facilities.

11.2.2.5 Residential

The City’s residential component achieves BMP implementation through complaint response, education, and routine monitoring to detect IC/IDs. The City is also conducting additional monitoring studies to help identify and mitigate residential sources of pollution more effectively. Although fewer households participated in dropping off household hazardous waste during this reporting period, more quantity of household hazardous waste was collected for proper disposal (Table 11-6).

Table 11-6. Residential Component - Behavioral Change/BMP Implementation Changing Behavior.

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Residential D.3.e	Household Hazardous Material	Quantity of waste targeted	Quantity of waste collected	Actual/Target	Percent (%) Completion
		130.7 tons	142.8 tons	142.8/130.7	109%
	Households Participating in Program	# of households targeted	# of households participating	Actual/Target	Percent (%) Completion
		3,688	3,430	3,430/3,688	93%

11.2.2.6 IDDE

An assessment of this component will be provided in Section 7 when the City submits the entire FY 2007-08 Illicit Discharge Detection and Elimination Component, including the 2008 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2008.

11.2.2.7 Education and Public Participation

The City implements a comprehensive education outreach program for both municipal staff and the public as well as a comprehensive public participation program (Table 11-7). See 11.2.2.3 above for an assessment of the Municipal training program. The City prides itself on educating children within its jurisdiction through the use of a watershed model.

Table 11-7. Education and Public Participation Component - Compliance with Activity-Based Permit Requirements: Documenting Activities.

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Municipal D.3.g	Student Presentations	# of presentations targeted	# of presentations completed	Actual/Target	Percent (%) Completion
		10	10	10/10	100%
	CWP Newsletters	# of newsletters targeted for completion	# of newsletters completed	Actual/Target	Percent (%) Completion
		2	2	2/2	100%
	Oceanside Update Tapings	# of tapings planned	# of tapings completed	Actual/Target	Percent (%) Completion
		6	7	7/6	116%
	Pet Waste Signs	# of signs targeted for installation	# of signs installed	Actual/Target	Percent (%) Completion
		5	5	5/5	100%
	CWP Website	# of targeted hits	# of actual hits	Actual/Target	Percent (%) Completion
		45,000	38,146	38,146/45,000	84.7%

11.3 Program Review and Modification

No changes to the effectiveness assessment approach presented in the City’s March 2008 JURMP have been made since the submittal of that document.

12.0 SPECIAL INVESTIGATIONS

12.1 Lower San Luis Rey Bacteria Source Identification Project

12.1.1 Overview

As part of the Proposition 50 Clean Beaches Initiative, the City of Oceanside has been awarded a grant to track the sources of bacteria in the Lower San Luis Rey River. The shoreline at the outlet of the San Luis Rey (SLR) River mouth in Oceanside, California is visited by thousands of people each year. Elevated levels of fecal indicator bacteria (FIB) have affected water quality in the river mouth and the adjacent shoreline. In 2007, this beach was posted due to bacterial exceedances for 54 days; in 2006, it was posted for 71 days; in 2005, this beach was posted for 209 days and 186 of those days were during one consecutive stretch. As a result of the exceedances, the river mouth and one-half mile of shoreline is listed as an impaired water body under section 303(d) of the Clean Water Act for exceedances of indicator bacterial standards. The beach is also listed as a Clean Beach Task Force priority beach.

A major objective of the San Luis Rey Watershed Urban Runoff Management Program (WURMP) lead by the City of Oceanside is to identify sources of the FIB at the river mouth. As directed by the WURMP, the City of Oceanside and the County of San Diego have jointly sampled the San Luis Rey River since March of 2004 to determine if the river is the source of the high concentrations of FIB at the river mouth. Thus far, the results are inconclusive and indicate the need for focused sampling in the lower river and at the river mouth.

To address this issue, the City received \$554,375 from the SWQCB and, with the assistance of other stakeholders, will match \$141,750 to implement the source identification project in the lower river and river mouth. The City awarded MACTEC Engineering and Consulting, Inc. (MACTEC) and their team of leading scientist in the field the lead contract for the organization and completion of the two-year study.

The overall goal of the proposed study is to identify the sources and quantify the loading of bacterial contamination using a tiered approach. The project will analyze for FIB to identify “hot spots” and to assess bacterial flux. Based on these results, genetic microbial and viral analyses on selected samples will be conducted to pinpoint potential sources and identify potential public health risks. The suite of analyses include *Bacteroides spp*, ESP gene quantification, enterovirus analyses using quantitative PCR (QPCR), sequencing of the enterovirus from the field samples, community based bacterial analyses, and *Enterococcus* speciation. In addition, the joint monthly monitoring program between the City of Oceanside and the County of San Diego will continue and the bacteria monitoring data will be collected and utilized throughout the duration of the project.

This approach will permit prioritization for mitigation of microbial contaminants and appropriate actions will be recommended to eliminate sources of fecal contamination. The three following objectives will be accomplished to achieve the overall goal set forward above:

- Identify point and non-point sources of bacteria contamination in the Lower San Luis Rey River and at the river mouth during the dry and wet season,
- Estimate the bacterial loading from tributaries and along the main stem of the San Luis Rey River during the dry and wet season, and
- Recommend Best Management Practices (BMPs) to reduce and/or eliminate bacterial sources.

12.1.2 Activities completed during this reporting period

Establishment of a TAC

The first TAC meeting was held on November 1, 2007 from 9:30 to noon. Members included six representatives from the Regional Water Quality Control Board, County of San Diego, City of Vista, and San Diego CoastKeeper in addition to three representatives from the City of Oceanside. An overview of the project and historical data was presented for the benefit of the stakeholders. The role of the TAC was discussed. The TAC will be involved in all aspects of the project, including final approval of the project approach and oversight of the monitoring and reporting. The meeting was concluded with a tour of the mouth of the San Luis Rey to orient members with the complexity of the river. A final list of the TAC was submitted to the SWRCB on January 10, 2008.

A second TAC meeting was held on February 4, 2008 with six representatives from the Regional Water Quality Control Board, County of San Diego, City of Vista, and San Diego CoastKeeper in addition to two representatives from the City of Oceanside. The MACTEC project team presented the proposed project approach to the TAC. The approach was discussed and the TAC made recommendations to be included in the Monitoring Plan and QAPP.

Consultant Selection

A Request for Proposals (RFP) was sent out on November 8, 2007 to solicit proposals from interested and experienced consultants to perform a bacteria source tracking project on the San Luis Rey River. Proposals were due to the City of Oceanside by December 4, 2007 and a subcommittee of the TAC reviewed the proposals on December 7, 2007. MACTEC Engineering and Consulting, Inc. was officially awarded and given a notice to proceed by City Council on February 20, 2008.

Monitoring Plan and Quality Assurance Project Plan Approval

Other important work included the development and approval by the SWRCB of the Monitoring Plan and Quality Assurance Project Plan (QAPP) by the MACTEC project team with input from the TAC. The consultants and members of the TAC and City staff participated in a conference call to discuss the draft Monitoring Plan and QAPP on March 28, 2008. These documents were reviewed by the SWRCB and revised based upon their comments. The SWRCB approved the Monitoring Plan and QAPP on June 19, 2008.

First Monitoring Event

The first dry season monitoring event took place on June 18 and 19, 2008. Dr. Rachel Noble traveled to San Diego to prepare for the first event with the project team and participate both days of monitoring. The project team collected bacteria samples and flow measurements at six

monitoring locations in the Lower San Luis Rey River. The bacteria samples were analyzed for fecal indicator bacteria and the remaining sample volume was filtered and frozen for molecular analysis. The river mouth was not sampled, as planned, due to construction of the new Pacific Street Bridge but will be sampling in the wet season and the dry 2009 season.

The City of Oceanside and the County of San Diego implemented the changes to the joint monthly monitoring program during the June 2008 monitoring event. The program will continue using SWAMP protocols throughout the remainder of the source identification project allowing the bacteria data from monthly monitoring to supplement the dry and wet weather event data.

12.2 Loma Alta Creek Ultraviolet Light Treatment Facility

12.2.1 Overview

Loma Alta Creek Lagoon and Buccaneer Beach, located in the City of Oceanside, are currently impacted by high levels of bacteria. This is a family beach adjacent to a park with a large parking area, showers and an eating establishment that sees large crowds during the dry months. The City has determined that a key source of bacteria and nutrients in Loma Alta Creek is urban runoff that discharges into the creek. The source of water for Loma Alta Creek is from storm drain flows and hillside seepage from the Loma Alta watershed, which drains approximately 6,400 acres, and flows through densely developed residential, commercial, and industrial land uses.

Just over eight acres of the Loma Alta Slough are included on Section 303(d) of the federal Clean Water Act list of impaired water bodies for bacterial indicators and eutrophication within the and for 1.1 miles of coastline at the opening. The increased presence of bacteria and pathogens in the watershed poses a threat to REC-1 and REC-2 beneficial uses and directly impacts the ocean water quality at Buccaneer Beach. The bacteria that are present in Loma



Alta Creek have resulted in numerous beach closures and postings at Buccaneer Beach. Historically, Buccaneer Beach was subject to closures that last the entire summer season. To reduce the bacterial loading on Buccaneer Beach, the City will allow the lagoon opening to sand closed as the south swell arrives in May and divert 100% of the dry weather flow through an ultraviolet light treatment facility then discharge the treated water at the high tide line into the ocean. The project, once completed, will capture up to 1,000,000 gallons per day of urban runoff

12.2.2 Project Scope

The City was awarded a \$5,000,000 Proposition 40 Clean Beaches Initiative (CBI) grant by the State Water Resources Control Board to construct an ultraviolet (UV) light treatment facility at the existing La Salina Wastewater Treatment Facility. One hundred percent of the dry weather creek flows (averaging 300 to 700 gallons per minute) will be intercepted in the lagoon and diverted to the UV treatment facility, located on the northern bank of the creek. The treatment

facility consists of piping flows from an existing diversion structure by gravity from the lagoon through a 2 micron fine screen to a wet well where the flow is pumped into two large sand filters followed by two UV disinfection units housed in a reinforced concrete building. The treated water is discharged through a pipe extended along the existing section of rip-rap that runs along the north side of the Loma Alta creek outlet at Buccaneer Beach. During wet weather months (November through April), the lagoon would be opened to allow free flow to the ocean and the UV system would be bypassed.



12.2.3 Progress/Milestones Achieved/Schedule

The California Coastal Commission approved Permit No. 6-06-152 for construction of the outfall pipe associated with the UV treatment facility on June 14, 2007. Loma Alta Creek UV Treatment Facility project entered into the construction phase on August 13, 2007 when the official Notice to Proceed was issued to Orion Construction Corporation. The project is expected to be completed in August 2008.

12.2.4 Project Outcomes/Effectiveness/Benefits

The anticipated project goal is to eliminate beach closures during the dry months at Buccaneer Beach in Oceanside, California. This will be achieved by diverting the flow from the Loma Alta Lagoon through a UV treatment facility prior to discharging the flow onto the shoreline. The City will monitor the UV treated storm drain outlet and the surf zone for bacteria for the 2008 AB411 period. The approved Monitoring Plan and Quality Assurance Project Plan developed for this project will be implemented.

13.0 NON-EMERGENCY FIRE FIGHTING

Emergency fire fighting flows (flows necessary for the protection of life or property) are allowed by the Municipal Permit and do not require implementation of BMPs. Non-emergency fire fighting BMPs and educational methods for reducing the discharge of pollutants from non-emergency flows to the MEP are described below.

Order 2007-0001 Compliance Summary

J.3.a(3)(1)iv Non-Emergency Fire Fighting	See Entire Section 13 of this Annual Report
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13.1 Best Management Practices

The City developed and implemented a program to reduce pollutants from non-emergency fire fighting flows, in accordance with Section B.3 of Permit Order 2007-0001. BMPs were implemented when the following activities were conducted:

- Regular Maintenance of Fire and Emergency Vehicles and Equipment
- Training Exercises
- Facilities Maintenance
- Post-Emergency Rehabilitation of Response Equipment

These activities were conducted in a way to either minimize or eliminate the discharge of pollutants to the MS4. Detailed descriptions of BMPs are given for each activity below:

Regular Maintenance of Fire and Emergency Vehicles and Equipment

- Vehicles and equipment were cleaned where runoff was directed to either the sanitary sewer system or to a drain with an oil/water separator system.
- Vehicles and equipment were cleaned where runoff would pond and evaporate and/or where runoff would filter through landscaped areas.
- Sewer drains in a vehicle cleaning area were outfitted with a hydro screen fabric barrier to collect debris.
- Spill kits were available to promptly cleanup and contain leaking or spilled vehicle fluids.
- Use of soaps, cleaners, and detergents were minimized, and general cleaning solutions were disposed of into the sanitary sewer system.

Training Exercises

- Water used in training exercises was directed to landscaped areas whenever possible, and runoff from the training exercises was not allowed to discharge to the MS4.
- Live fire training activities were pre-planned to allow integration of barriers to off-site runoff that could contribute to non-storm water discharges.

Facilities Maintenance

- Impervious areas such as apparatus floors, maintenance bays, driveways, patios, and walkways were swept to remove debris. Debris was placed in the trash.
- Landscaped areas were maintained as required to reduce the introduction of leaves and other landscape waste into the MS4.
- Irrigation systems were monitored and maintained as required to reduce irrigation water from going off-site.

- Spills were cleaned up using spill kits provided at the work site, and disposal of spilled material was in accordance with applicable regulations.
- Spills that required a cleanup beyond the ability of the on-site employees were reported to the City's Public Works Department for assistance with appropriate resources.
- Maintenance and repair of structures were conducted using methods that do not contribute pollutants to the MS4.

Post-Emergency Rehabilitation of Response Equipment

Tools, fire hoses, ladders, and other equipment utilized at the scene of an emergency were restored to a response-ready state in a manner that does not delay the ability of the apparatus to be available for another emergency response. The use of water that could contribute to storm water discharges was used unless another practical and immediately available method was identified, and was performed in a manner that minimized discharges to the MEP.

13.2 Educational Methods

During live fire fighting training exercises all fire fighters were educated about the requirement to not allow water flows to enter the MS4. Fire fighters in attendance for training sessions about how to use high pressure fire fighting hoses were educated on how to direct the water to percolation basins that are permanently in place at the training grounds. Water that is directed to these basins was allowed to infiltrate into the soil.

Prior to building structures at the training grounds being set on fire, perimeter controls were put in place to ensure that water from the non-emergency training session did not reach the MS4. Fire fighters in attendance were educated on the proper type and installation protocol of perimeter controls. These perimeter controls were also used for training sessions related to vehicle fires.

14.0 JURMP REVISIONS

Since the submittal of the City's 2008 JURMP in March 2008 there have been no changes or revisions to the document. It is anticipated that there will be changes during the next reporting period, fiscal year 2008-09.

15.0 CONCLUSIONS AND RECOMMENDATIONS

15.1 Introduction

This document was prepared by the City of Oceanside (City) pursuant to the California Regional Water Quality Control Board, San Diego Region (SDRWQCB), Order No. 2007-0001, NPDES No. CAS0108758, Waste Discharge Requirements for Discharges of Urban Runoff from the Municipal Separate Storm Sewer Systems (MS4s) Draining the Watersheds of the San Diego Copermittees. Pursuant to Part J.3.a.of the Municipal Permit, this Jurisdictional Urban Runoff Management Program (JURMP) Annual Report provides a comprehensive description of the activities conducted by the City to meet the requirements of Section D of the Permit during the 2007-2008 annual reporting period (July 1, 2007 – June 30, 2008).

15.2 Conclusions

This annual report presents the activities the City conducted from July 1, 2007 through June 30, 2008 to reduce the discharge of pollutants from the MS4 to the maximum extent practicable (MEP). The activities involved implementing, and improving where needed, existing programs and developing new programs intended to minimize or eliminate the effects of urban runoff from the City on receiving water bodies. Improving the quality of the discharge from the MS4 should have beneficial effects on the local receiving water bodies.

As detailed in the Program Effectiveness Assessment Component, the City met all of the development planning targets and met or exceeded the municipal targets. While the City fell slightly short on the targeted number of households to utilize the Household Hazardous Waste Program in the residential component, the target for the amount of household hazardous waste collected was exceeded. Long-term effectiveness assessment is an ongoing and iterative process and the City will continue to use this process to further improve its storm water program.

15.3 Recommendations

15.3.1 Database Tracking System for various departments and divisions

Many components of the new 2007 Municipal Permit require detailed information from across departmental boundaries and, therefore, across various data collection systems within the City. As part of the March 2008 Integrated Water Utilities Master Plan, the Information Technology component provided several key strategies which will focus on integrating reporting requirements and, therefore, collection systems across businesses and operations. As the Urban Runoff Hotline is utilized more, the Clean Water Program will be integrating information from Hotline calls into the main Water Utilities database. This will ensure complaints and inquires are tracked as they are distributed through Water and Sewer Maintenance Divisions, Code Enforcement Division and the Clean Water Program and will provide more detailed information for reporting purposes.

As land use development continues in the City, challenges associated with data management, such as tracking of post-construction BMPs, maintenances agreements, and associated documents, as emerged. It is important to update available tools with up-to-date information. This will be an issue to address during the next reporting period. The Clean Water Program will

also be working with other City departments to ensure that the details of inspections, complaints, and follow-ups will be tracked appropriately to be included in future annual reports.

15.3.2 Assessment of Educational Outreach Materials

The Clean Water Program has developed several educational materials in the past that will be assessed, revised and re-printed where needed. The City will consider using Community Social Based Marketing tool to determine the effectiveness of disseminating these brochures or if another educational outreach toll may be more effective. Table 15-1 provides a list of brochures already produced, its description and whether the document is planned for revision and/or reprinting.

Table 15-1. Educational Materials Planned for Revision and Reprinting.

Education Material	Description
Urban Runoff Guidelines for Residents Brochure	This brochure will be reviewed and revised where necessary to address pollutants of concern and topics.
Pollution Prevention Tips for Gardening Activities Brochure	This brochure will be reviewed and revised, if necessary and re-ordered.
Urban Runoff Guidelines for Commercial Businesses Brochure	This brochure will be revised to better reflect the requirements of Permit Order 2007-0001.
Urban Runoff Guidelines for Powerwashers	The San Diego county co-permittees will be working on the development of education outreach materials for this target audience. While in development, the City of Oceanside will seriously consider revising this brochure to educate this target audience about the BMP requirements for power washing business operations.
Guide to Oceanside Water bodies Booklet	This brochure was reprinted during this reporting period. It will be revised and updated with current information, updated GIS maps and additional details.
Poop Pollutes Pet Waste Bag Dispensers	Pet waste bag dispensers will be re-ordered for an anticipated “Pick up your Pet Waste Campaign” to be implemtend during Fiscal year 2008-09 along the San Luis Rey River Trail.
Click Message Pen	These click message pens will be re-ordered in Fiscal Year 2008-09. The six messages on the pens will be reviewed and possibly revised based on pollutants of concern relative to Oceanside watersheds.

15.3.3 Underserved Target Audience Outreach - Including Mobile Businesses and Spanish Speaking Population

Underserved target audiences will be targeted with revised information during reporting period 2008-09. The two main audiences in this category are mobile businesses and the Spanish speaking population.