DATE: September 25, 2009

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 2008-2009 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.

SIGNATURE: M. A. Lahsaiezadeh

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

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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, 2008 – June 30, 2009).

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. Table ES-1 presents these components and the section in which they are discussed.

Table ES-1. Municipal Permit 2007-0001 Reference Table.

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. During the 2008-09 reporting period document reviews for each SWPPP and SWMP submitted by project applicants were performed. 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 and has revised that inventory during this reporting period. During the reporting period, the Clean Water Program inspected 55 construction sites to ensure they were in compliance with the City Code.

Section 4.0   Municipal Component

The City of Oceanside Clean Water Program utilized its 2008-09 municipally owned inventory and inspected 181 municipal areas to ensure these facilities are in compliance with the City Code. A total of 2,062 tons of waste was removed as a result of street sweeping and a total of 65.89 tons of waste was removed from the storm drain system (MS4) as part of the annual cleaning. Four-thousand and fifty two (4,052) feet of City sewer pipes were slip lined and 47 manholes rehabilitated.

Section 5.0   Industrial and Commercial Component

During this reporting period the staff of the Clean Water Program conducted a comprehensive update of its Industrial and Commercial business inventory. Working in conjunction with the Businesses Licensing division, the city updated its inventory based on commercial and industrial classifications, watershed location, and assignment of high, medium and low priorities. The inventory now includes 2,373 Industrial and Commercial businesses. Thirty three (33) industrial businesses and 539 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 124 calls on the Urban Runoff Hotline and Code Enforcement Program received 109 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 2008-2009 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 2008-09 Illicit Discharge Detection and Elimination Component, including the 2009 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2009.

Section 8.0   Education Component

The City of Oceanside Clean Water Program continued to use a variety of avenues to educate various internal and external groups 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, continued 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 2,426 volunteers participated in these events, removing more than nine 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 Fair's EnviroFair Day.

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 2007-0001. 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. Approximate expenditures for the 2008-09 fiscal year is provided as well as the budget for the 2009-10 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. Unfortunately, on December 19, 2008, the State Water Resource Control Board issued a Budget Letter that suspended all projects including the Lower San Luis Rey Source Identification Project, due to State budgetary constraints.

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 season 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 Loma Alta Creek Ultraviolet Light Treatment Facility started treatment in June 2009 and continued September 2009. Water samples were taken weekly from Buccaneer Beach directly in front of the discharge pipe and seventy-five feet north and south of the discharge pipe. The samples were tested for total and fecal coliform and Enterococcus. All samples taken during summer 2009 met California Department of Health Services AB411 Objectives and there were no postings due to bacterial levels exceeding standards set by the County Department of Environmental Health.

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 13.

Section 14.0   JURMP Revisions

During this reporting period there were several revisions made to the City's 2008 JURMP. See Section 14 for more details.

Section 15.0   Conclusions and Recommendations

This section presents the conclusions from the 2008-2009 reporting year and provides recommendations for future activities and management actions for JURMP program components. To facilitate more streamlined JURMP reporting and aide in the effectiveness assessment period several departments within the City moved forward with implementation of various data tracking systems toward the end of the reporting period. It is anticipated that these data tracking systems will be fully functional in the 2009-10 reporting period.

TABLE OF CONTENTS

1.0 INTRODUCTION

This annual report 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, National Pollutant Discharge Elimination System (NPDES) Permit No. CAS0108758, Waste Discharge Requirements for Discharges of Urban Runoff from the Municipal Separate Storm Sewer Systems (MS4s) (referred to in this document as the Municipal Permit) draining the Watersheds of the County of San Diego, which include agencies with land use authority including the incorporated Cities of San Diego County, the County of San Diego, the San Diego Unified Port District, and the San Diego County Regional Airport Authority (collectively called 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 2008-2009 annual reporting period (July 1, 2008 – June 30, 2009).

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), renewed on February 21, 2001 (Order No. 2001-01), and renewed again on January 24, 2007

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 include 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, 2008 through June 30, 2009 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 be found in multiple locations throughout the document.

Table 1-1. City of Oceanside 2008-09 Annual Report Compliance Summary.

2008-09 Annual Report	Description	Order No. 2007-0001
Section 1.0	Introduction	-
Section 2.0	Development Planning	D.1 J.3.a(3)(a)
Section 3.0	Construction	D.2 J.3.a(3)(b)
Section 4.0	Municipal Development	D.3.a J.3.a(3)(c)
Section 5.0	Industrial and Commercial Development	D.3.b J.3.a(3)(d)
Section 6.0	Residential	D.3.c J.3.a(3)(e)
Section 7.0	Illicit Discharge Detection and Elimination	D.4 J.3.a(3)(f)
Section 8.0	Education	D.5 J.3.a(3)(g)
Section 9.0	Public Participation	D.6 J.3.a(3)(h)
Section 10.0	Fiscal Analysis	J.3.a(3)(j)
Section 11.0	Effectiveness Assessment	-
Section 12.0	Special Investigations	J.3.a(3)(k)
Section 13.0	Non-Emergency Fire Fighting	J.3.a(3)(l)
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, 2008 to June 30, 2009. 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; 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.

Table 2-1. Order No. R9-2007-0001 Compliance Summary.

J.3.a.(3)(a).i Amendments to General Plan	See Section 2.2.1 of this Annual Report
J.3.a.(3)(a).ii Projects underwent urban runoff approval process	See Section 2.4.3 of this Annual Report
J.3.a.(3)(a).iii Project with SUSMP Requirements	See Section 2.4.4.8 of this Annual Report
J.3.a.(3)(a).iv SUSMP BMP requirements were applied	See Section 2.4.4.2 of this Annual Report
J.3.a.(3)(a).v Example of priority development project	See Section 2.4.4.4 of this Annual Report
J.3.a.(3)(a).vi Projects allowed to implement low removal efficiency BMPs	See Section 2.2.3 of this Annual Report
J.3.a.(3)(a).vii Treatment Control Inventory	See Section 2.4.4.7 of this Annual Report
J.3.a.(3)(a).viii Number of treatment control BMPs inspected	See Section 2.4.4.7 of this Annual Report
J.3.a.(3)(a).ix	See Section 2.4.4.7 of this Annual Report

Description of verification of O&M for treatment control BMPs	
J.3.a.(3)(a).x Confirmation that BMP verification was conducted for all priority development projects	See Section 2.4.3 of this Annual Report
J.3.a.(3)(a).xi Projects with SUSMP waivers	See Section 2.4.4.8 of this Annual Report
J.3.a.(3)(a).xii Description of SUSMP waiver mitigation program	See Section 2.4.4.1 of this Annual Report
J.3.a.(3)(a).xiii HMP collaboration and participation	See Section 2.4.4.1 of this Annual Report
J.3.a.(3)(a).xiv Development projects required to meet HMP	See Section 2.4.4.8 of this Annual Report
J.3.a.(3)(a).xv Development projects not required to meet HMP requirements	See Section 2.2.3 of this Annual Report
J.3.a.(3)(a).xvi Development projects disturbing 50 acres or more	See Section 2.2.3 of this Annual Report
J.3.a.(3)(a).xvii Violations and enforcement actions for development projects	See Section 3 Attachment 3-C of this Annual Report
J.3.a.(3)(a).xviii Notable activities	See Section 2.2.1 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 reporting period. The specific policies are detailed in Section 4.2.3 of the 2008 Jurisdictional Urban Runoff Management Plan.

2.2.1.1   Notable Activities

The City engaged in two notable activities to promote the management of urban runoff from development projects including participation in regional workgroups related to development projects and the decisions to move forward with the implementation of a new data tracking system.

The City of Oceanside, including staff from the CWP and the Engineering Division, regularly participated in the HMP-TAC and the Copermittee Development and Construction workgroups. City staff attended meetings and provided comments on the development of regional work products including the County-wide Model SUSMP.

During this reporting period several departments within the City moved forward with implementation of various data tracking systems. The Water Utilities Department, which includes Water, Sewer, and the Clean Water Program, continued rolling out the GBA Masters Series software. Water and Sewer continued to utilize the product and the Clean Water Program gained approval to purchase additional licenses and hire a consultant to help modify the software to their needs. Complete roll-out for the Clean Water Program is expected in reporting year 2009/2010. The Development Services Department, which includes Code Enforcement, Building, and Engineering, choose CRW Systems, Inc. and will begin roll-out in the 2009/2010 reporting year. These systems will allow for tracking and reporting of needed information, including stormwater data, across the departments.

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 twelve (12) 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. During this reporting period, there were no projects subject to the "Interim Hydromodification Criteria for Projects Disturbing 50 Acres or More".

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. Treatment Control BMPs are required to meet the medium removal efficiency standard for the identified Primary Pollutants of Concern associated with a specific site development. The implementation of a Treatment Control BMPs with low removal efficiency is not permissible. 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/dev_susmp.asp.

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 are 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 are not required to prepare EIRs 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 2008 JURMP.

2.4 Development Project Approval and Verification Process

2.4.1 Background

The City has an established administrative and discretionary approval processes that provides 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 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 twelve (12) individual "Project Categories" that have been determined to contribute pollutants based upon land use type and proximity to

environmentally sensitive areas. 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, the implementation of Integrated Pest Management Principles (IPM) and the inclusion of efficient irrigation system, and drought tolerant/native species landscape design.

- Low Impact Development (LID) BMPs implemented where feasible to maximize infiltration, provide retention, slow runoff, minimize impervious footprint, direct runoff from impervious areas into landscaping, utilization of natural drainage systems, and constructing 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 continued to implement requirements and practices cited in the Interim SUSMP. A permanent, full-time staff member was added to the Water Utilities

Department, Clean Water Program to continue the storm water review program that was previously initiated in the Engineering Division; i.e. reviewing SUSMP documents for conformance with the Interim SUSMP and to ensure that related final engineering plans are consistent with the approved SUSMP documents. There were no revisions to the City Interim SUSMP during this reporting period.

The City has continued working toward the adoption of a final HMP by participating in shareholder and Copermittee meetings, and sessions of the HMP TAC. The final HMP is expected to be submitted to the RWQCB by late December 2009. For the time being, the City will continue to implement Interim Hydromodification Criteria until the final HMP is approved.

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 wavier 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 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 though 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

The Elfens Children's School (ADP-6-07) is an example of an infill Priority Development Project. The project is located on a 1.36-acre pre-graded site. The surrounding subdivision and adjacent Arrowood Golf Course were constructed in 2003.   The development includes the following Priority Project categories; Commercial Development > 1 acre, restaurant, and parking lot.   The project has integrated LID practices, Site Design, Source Control, and Treatment Control BMPs into a comprehensive storm water mitigation plan.

The project LID and Site Design BMPs include minimizing impervious drive aisles and parking, maximizing rainfall interception by incorporating drought tolerant groundcover and canopy intercepting landscape, and minimizing directly connected impervious areas by discharging roof drains to stabilized landscape areas. Source Control BMPs implemented onsite include properly designed trash storage areas, utilizing an efficient irrigation system, prohibiting outdoor material and processing areas, installing prohibitive dumping signage and stenciling, and providing public education to the occupants.

The project is divided into three watershed management areas (WMAs) for the purpose of mitigating storm water runoff and offsetting potential changes to the hydrologic regime. Two of the WMAs will be developed, while the third will remain a pre-graded pad. The pre-graded pad will be stabilized by a combination of erosion control and treatment control BMPs, which include but are not limited to the placement of straw wattles and gravel bags, the application of hydroseed, and the installation of a proprietary filter. Future development considerations will be addressed by amending the approved SWMP.

The remaining portion of the site consists of building, parking, and landscape area, which form two separate WMAs. Approximately two-thirds of the school building and the majority of landscape area form the southern watershed. Roof drains are directed to the stabilized outfall locations within the landscape area. There they form a confluence with landscape runoff. The combined flows receive treatment in a vegetated swale that conveys the runoff to a grated inlet. The remaining portion of the site is comprised on parking and roof area. Runoff from this WMA

is conveyed by sheet and gutter flow to a sand media filter. The treated flows are collected in a subdrain prior to discharge to the MS4.

2.4.4.5   Standard Projects

Standard Projects are required to obtain an approved 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 an inventory a Treatment Control BMP inventory with information for all approved Priority Projects. See Attachment 2-A for this inventory list. 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 40 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.

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.

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.

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 of its annual maintenance verification procedure to conform to current Municipal Permit requirements. See Attachment 2-A for sites that were inspected and/or have BMP maintenance verification on file for this reporting period

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.

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.

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   2008-2009 SUSMP Document Submittal and Review Summary

A number of SUSMP document reviews were performed during the 2008-2009 reporting period. There were 53 Priority Project SWMP submittals which prompted 145 reviews with a total 24 of projects receiving approval. During the same period there were 7 Priority Projects that submitted Amendments to a previously approved SWMP that prompted 10 reviews and yielded 3 approvals. In addition, there were 10 Standard Projects that submitted an RAR which prompted 20 reviews. During the 2008-2009 reporting period a total of 5 Standard Projects received an RAR approval.

During the reporting period there were 17 Priority Projects that submitted O&M plans as part of the final engineering process. There were a total of 34 reviews performed with a total of 9 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 43 reviews, resulting in 9 approved agreements.

All projects are subject to a SUSMP Determination. The determination process places the majority of developments into Priority Project or Standard Project categories. A small number of projects were found to be exempt from SUSMP requirements. Projects which are granted a SUSMP exemption typically involve minor construction with minimal 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. During this reporting period there were 81 reviews linked to the evaluation of 64 Urban Runoff Threat Assessments; submitted as part of the SUSMP Determination process. At total of 45 projects were not categorized as a Priority or Standard Project and therefore were not required to submit a SWMP or RAR.

A SUSMP exemption differs from a SUSMP wavier of infeasibility. The City has never granted a waiver of treatment control BMP infeasibility to a Priority Project and does not anticipate granting waivers in the future. However, if a waiver is deemed 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 2-2 for more detail on project submittals and review results.

Table 2-2. 2008-2009 SUSMP Document Submittal and Review Summary.

File Number(s)	Project Name	Type of Development	Number of Reviews in FY 08-09	Approved in FY 08-09 (Y/N)
SWMPs				
P-210-09	312 S. The Strand	Residential	1	N
D-200-07	412 S. The Strand	Residential	3	N
RC-11-07	825 S. Pacific Street	Residential	3	Y
RC-16-07	831 S. Pacific Street	Residential	4	Y
RC-14-07	833 S. Pacific Street	Residential	4	Y
P-12-08	1852 Ivy Road	Residential	1	N
P-11-08	1869 Avocado Road	Commercial	1	N
ADP-1-09	Amerillum	Commercial	2	N
T-2-06	Avocado Highlands	Residential	1	N
P-9-08	Cannon Property	Commercial	1	N
D-12-01 Rev07	Canyon Plaza	Commercial	2	N
D-3-07	Cassidy Plaza	Commercial	1	N
T-7-05	Clublife	Residential	1	Y
D-11-06	Community Lutheran Church	Commercial	2	N
T-9-05	Del Oro Heights	Residential	1	N
ADP-2-07	Downs Residence	Residential	4	Y
ADP-6-07	Elfen Children School	Commercial	4	Y
D-13-07	Fawcett Residence	Residential	2	N
T-6-05	Guajome Crest	Residential	3	N
C-33-05	Guajome Lake	ESA	3	Y
RMA-1-01	Hansen Aggregates	Commercial	1	N
RC-2-09	Harbor Aquatics Center- CIP	Commercial/ESA	1	Y
T-200-07	Hyatt-Guest House Inn	Commercial/ESA	4	Y
RC-13-01	Jones Residence	Residential	2	N
P-19-06	Lil Jackson	Commercial	4	Y
T-11-04	Lusardi Capistrano	Residential	1	Y
D-11-06	Lutheran Community Church	Commercial	1	N
D-3-08	Melrose Station	Commercial	5	Y
D-1-08	Mission Animal Hospital	Commercial	4	Y
D-2-07	Mission San Luis Rey Cemetery	Commercial	6	Y
D-15-07	Mission San Luis Rey Parking	Parking	1	N
D-15-07	Myers Street CIP Storm Drain	CIP	1	N
D-10-08REV07	North County Place	Commercial	5	N
P-6-08	Oceanside Airport Park	Commercial	1	N
D-6-07	Oceanside Recovery Center	Commercial	4	N
ADP-2-08	Pacific Animal Hospital	Commercial	3	Y
T-202-07	Pacific Blue Residences	Residential	3	Y
P-3-08	Pacific Coast Medical Center	Commercial	3	Y
D-14-08	Pacific Marine Credit Union	Commercial	3	Y
D-6-06	Pavilion	Commercial	6	Y
D-2-85REV08	Presidio Apartments	Commercial	4	Y
T-16-02	Rancho Vista	Residential	9	Y
P-1-86	Rancho Del Oro Commercial Condos	Commercial	2	N
T-2-08	Sutton Place	Residential	1	N
D-10-08	Taco Bell – 1715 Oceanside Blvd	Commercial	1	N
D-25-06	Tri-City Medical Office Building	Commercial	1	N
D-9-08	VA Clinic	Commercial	4	Y
D-5-07	Villa at Mission San Luis Rey	Residential	5	N

ADP-4-08	Vine Street Commercial	Commercial	4	Y
P-23-06	Vista Del Oro Medical Offices	Commercial	1	N
C-34-07	Walker Chapel	Commercial	4	N
P-4-08	Windstar Ocean Ranch	Commercial	5	Y
E-4-07	Worms Residence	Residential	1	N

Total SWMP Project Submittals: 53   Total SWMP Reviews: 145   Total SWMPs Approved: 24

SWMP Amendments/Addendums				
P-8-08	3186 Vista Way	Commercial	2	Y
P-1-01	Barnwell	Residential	1	N
RC-2-06-04	Holiday Inn & Suites	Commercial	1	N
D-12-01REV05	Jack-in-the-Box	Commercial	1	Y
D-11-03	Mohsen Oil	RGO	1	N
D-19-04	Oceanside Market Place	Commercial	2	N
D-25-05	San Luis Rey Crossing	Commercial	2	Y

Total SWMP Project Amendments: 7   Total SWMP Amendment Reviews: 9
Total SWMP Amendments Approved: 3

RARs				
T-201-04	523 S. Myers Street Condos	Residential	1	N
D-205-06	717 N. Pacific Street	Residential	1	N
P-13-08	916 Tait Street Condos	Residential	3	Y
P-2-05	Avocado (Fraser) Parcel Map	Residential	1	Y
P-3-07	Bahama Garden	Residential	3	Y
P-206-07	Hayek Parcel Map	Residential	1	N
D-13-08	Ivey Ranch Equine Center	Commercial	4	Y
E-2-08	Jackson Residence	Residential	3	Y
ADP-1-08	McKay Residence	Residential	1	N
D-15-07	Mission San Luis Rey Parking	Parking	2	N

Total RAR Projects Submitted: 10   Total RAR Reviews: 20   Total RARs Approved: 5

O&M Plans				
D-200-07	412 S. The Strand	Residential	1	N
RC-206-07	516 S. The Strand	Residential	1	N
RC-11-07	825 S. Pacific Street	Residential	2	Y
P-8-08	3186 Vista Way	Commercial	1	N
ADP-2-06	Alta Loma Creekside	Commercial	4	N
D-13-07	Fawcett Residence	Residential	1	N
P-19-06	Lil Jackson	Commercial	2	N
D-1-08	Mission Animal Hospital	Commercial	2	Y
D-11-03	Mohsen Oil	RGO	2	Y
D-35-06	Oceanside Shopping Center	Commercial	2	N
P-1-06	Oceanview Plaza	Commercial	2	Y
P-3-08	Pacific Coast Medical Center	Commercial	2	Y
ADP-2-08	Pacific Animal Hospital	Commercial	2	Y
D-14-08	Pacific Marine Credit Union	Commercial	2	Y
P-203-08	Pacific View Villas	Residential	1	N
D-25-05	San Luis Rey Crossing	Commercial	4	Y
D-9-08	VA Clinic	Commercial	3	Y

Total O&M Plan Projects Submitted: 17	Total O&M Plan Reviews: 34		Total O&M Plans Approved: 9		
SWFMAs					
D-200-07	412 S. The Strand	Residential	1	N	
RC-206-07	516 S. The Strand	Residential	1	N	
RC-11-07	825 S. Pacific Street	Residential	3	Y	
ADP-2-06	Alta Loma Creekside	Commercial	4	N	
D-13-07	Fawcett Residence	Residential	1	N	
P-19-06	Lil Jackson	Commercial	2	N	
D-1-08	Mission Animal Hospital	Commercial	4	Y	
D-11-03	Mohsen Oil	RGO	3	Y	
D-35-06	Oceanside Shopping Center	Commercial	2	N	
P-1-06	Oceanview Plaza	Commercial	3	Y	
P-3-08	Pacific Coast Medical Center	Commercial	4	Y	
ADP-2-08	Pacific Animal Hospital	Commercial	3	Y	
D-14-08	Pacific Marine Credit Union	Commercial	3	Y	
P-203-08	Pacific View Villas	Residential	1	N	
D-25-05	San Luis Rey Crossing	Commercial	4	Y	
D-9-08	VA Clinic	Commercial	4	Y	
Total SWFMAs Submitted: 16	**Total SWFMA Reviews: 43**		**Total SWFMAs Approved: 9**		
SUSMP Exemptions					
ADP-3-08	202 S. El Camino Real	Residential	2	N	
RC-10-08	311 Eaton Remodel	Residential	1	Y	
RC-4-08	500 Motors	Commercial	1	Y	
D-205-06	717 N. Pacific Street	Residential	1	N	
D-27-02REV08	1302 S. Pacific Street	Residential	1	Y	
ACP-7-08	1509 Marquette Street	Residential	2	Y	
RC-6-07	1733 S. Pacific Street	Residential	1	Y	
D-25-06	Adobe Estates	Residential	2	Y	
ADP-5-04TE	Airport Auto Center	Commercial	1	N	
D-28-06	Amazon Bikes	Commercial	4	Y	
C-31-07	American Tower @ Prince Abbey	Commercial	1	N	
Plan ID 09-106	Arco-KA MGT – 1501 Melrose Drive	RGO	1	Y	
Plan ID 09-114	Argon Gas Tank	Commercial	1	Y	
C-31-08	ATT @ Ocean Hills	Commercial	1	Y	
Plan ID 09-138	Belk Addition	Residential	1	Y	
Plan ID 09-173	Bob's Gas – 1742 S. Coast Highway	RGO	1	Y	
Plan ID 09-83	Broeker Residence	Residential	2	Y	
RC-1-09	BVAS Trail & Observation Deck	Commercial	2	Y	
C-4-09	California Career School	Commercial	2	N	
D-6-08	Cassidy Cove Condos	Residential	2	N	
C-38-08	Cejas Mexican Grill & Diner	Commercial	1	Y	
CIP-1-07	College Boulevard Median	Street	1	Y	
ACUP-17-08	Cricket @ 650 Benet Hill Road	Commercial	1	Y	
T-3-97	Del Oro Marketplace	Commercial	1	N	
CIP	Desalination Pilot Facility	Commercial	1	Y	
GPA-1-08	El Corazon Specific Plan	Multiple-use	1	N	
D-24-06	Eternal Hills Clear & Grub	Commercial	1	N	
C-25-08	Euro Institute of Skin Care	Commercial	2	Y	
C-36-08	Exxon #44 Remodel	RGO	2	N	

T-6-05	Guajome Crest	Residential	1	N
Plan ID 09-117	Healy Tank San Luis Rey Service Station	RGO	1	Y
P-12-01	Hensel Parcel Map	Residential	2	Y
ACP-6-08	Hostetter Addition	Residential	2	Y
RC-11-06	Hunter Variance	Residential	1	Y
C-35-08	Iglesia Ebenezer	Commercial	1	N
D-13-08	Ivey Ranch Equine Center	Commercial	1	N
***Plan ID 09-	Johnson Residence – 1995 Chopin	Residential	1	Y
***Plan ID 09-	Larry's Beach Club – 1145 S. Tremont	Commercial	1	Y
ACP-2-09	Lopez Residence	Residential	1	N
V-1-09	Martin Variance	Residential	1	Y
C-37-86REV08	MediaFLO – 650 Benet Hill Road	Commercial	2	Y
T-3-05	Mesa Ridge	Residential	2	N
D-15-07	Mission San Luis Rey Parking Lot	Parking	2	N
RC-205-08	Mobile Service Station	RGO	1	N
D-15-09	Mohsen – 628 S. Pacific Coast Highway	RGO	1	Y
Plan ID 09-285	Mountain Ice Company	Commercial	1	Y
C-15-08	N. Coast Methodist Sprint Renewal	Commercial	1	Y
CSP-2-08	Ocean Terrace Professional Center	Commercial	1	Y
ACUP-14-08	Oceanside CrossFit	Commercial	1	Y
Plan ID 09-149	Oceanside Gas – 3495 Mission Avenue	RGO	1	Y
D-17-04REV08	Pacific Coast Business Park Revision	Commercial	1	Y
RC-9-08	Parker Residence – Terrace Extension	Residential	1	Y
Plan ID 09-133	Ramirez Residence – 1537 Marjorie Street	Residential	1	Y
P-15-04TE08	Robertson Time Extension	Residential	1	N
Plan ID 09-134	Rowley Chevron – 2191 Vista Way	RGO	1	Y
C-56-05	Sprint@SDGE Substation	Commercial	1	Y
T-5-05	St. Cloud	Residential	1	Y
Plan ID 09-178	Surfrider Chevron	RGO	1	Y
C-14-08	Susie's Adult Daycare	Commercial	1	Y
***Plan ID 09-	Tetalman Residence – 4223 N. Freeman	Residential	1	Y
C-34-08	T-Mobile – 5151 Loma Verde	Commercial	1	Y
Plan ID 09-150	Valero Gas – 1202 S. Coast Highway	RGO	1	Y
ACUP-2-07	Wind Turbine at 4040 Echo Place	Residential	1	Y
C-28-06REV08	Wings, Pizza, and Things	Restaurant	1	N

Total SUSMP Exempt Submitted: 64 Total Exempt Reviews: 81   Total Exempt Approved: 45

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 2-3 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 2-3. Staff Training during the 2008-2009 Reporting Period.

Department/Division	Training Date	Number in Attendance
Building Division	July 30, 2008	12
Engineering Inspectors	October 23, 2008	10
Engineering-Capital Improvement staff	April 9, 2009	6
Planning Division	May 5, 2009	10

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

J.3.a.(3)(d).iv Updated construction site inventory	See Section 3.2.1 of this Annual Report
J.3.a.(3)(d).i Ordinance update and approval process modifications	See Section 3.3 of this Annual Report
J.3.a.(3)(d).vi BMP Implementation	See Sections 3.4 and 3.5 of this Annual Report
J.3.a.(3)(d).ix Confirmation that sites went through urban runoff approval process	See Section 2.4.3 of this Annual Report
J.3.a.(3)(d).x and xi Inspection of construction sites	See Section 3.5.2 of this Annual Report
J.3.a.(3)(d).xiii and xiv Enforcement of construction sites	See Section 3.5.3 of this Annual Report
J.3.a.(3)(d).xii Inspection frequency and totals during dry and wet seasons	See Section 3.5.2.3 of this Annual Report
J.3.a.(3)(d).vii Requirements for application of erosion and sediment control BMPs	See Section 3.5 of this Annual Report
J.3.a.(3)(d).viii Construction sites requiring Advanced Treatment	See Section 3.5 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.

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 no changes were made to the Construction Manual. The City's full Construction Manual can be found in Appendix C of the 2008 JURMP Update. It is anticipated that this manual will change during this permit cycle once a new Construction Permit is adopted by the State Water Resources Control Board.

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 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. A spreadsheet of active construction projects in the City's jurisdiction as of June 30, 2009 can be found in Attachment 3-A.

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 Urban Runoff Threat Assessment form requires all construction sites to respond to the following questions when assigning priority:

- Item 1 – Project Size: Are you grading or otherwise disturbing soil of one acre or more?
- Item 2 – Planned period of grading: Will the project involve grading or soil disturbance?
- Item 3 – Vicinity of the Project to Environmentally Sensitive areas: Is the project tributary or adjacent to environmentally sensitive water bodies within the City?
- Item 4 – Presence of significant erodible slopes: Does the project include significant erodible slopes?
- Item 5 – Potential to produce significant non-storm water discharges or pollutants: Does the project have the potential to produce non-storm water discharges or pollutants?
- Item 6 – Project type: 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 3-2 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.

Table 3-2. 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.

The City made one revision to its SUSMP during this reporting period by exchanging an older isopoluvial map with a more recent version. Also, the City will be responsible for the adoption and implementation of a revised SUSMP by March 2010 which is based on a model SUSMP developed by the San Diego County copermittees. 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. City of Oceanside Clean Water Program staff has been regularly attending and participating in meetings with San Diego County copermittees for the development of the model SUSMP.

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-B for a copy of this brochure. This brochure is also available at both the Engineering and Building Department counters of the City. Approximately 250 brochures were distributed to the public by building division staff during this reporting period.

3.5 Program Implementation

All construction sites are required to select, install, and maintain BMPs that meet or exceed the minimum BMP requirements described in the City Construction Manual and in Section 5.4.1 of the 2008 JURMP. There in no minimum threshold of disturbed area that relieves a project of the responsibility to implement erosion and sediment control BMPs. Moreover, all sites requiring a grading permit are obligated to implement an Erosion Control Plan as part of the Grading Plan review and permit process. Construction activities that result in a land disturbance equal to or greater than one acre are subject to the requirements of the National Pollutant Discharge Elimination System (NPDES) Construction General Permit (CGP). Projects that are subject to the CGP are required to file a Notice of Intent (NOI) with the State Water Resources Control Board (SWRCB), obtain a Waste Discharge Identification Number (WDID#), and develop and implement a site specific Storm Water Pollution Plan (SWPPP) prior to the commencement of any grading activities. 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. In addition, selected projects governed by the CGP may be required to employ advanced treatment as part of their SWPPP. Each project will perform a site assessment that includes the determination of a Sediment Risk Factor and a Receiving Water Risk Factor to ascertain a Combined Risk Level. Projects with Risk Levels associated with (Numeric Effluent Limits) NELs may find it necessary to implement an Advanced Treatment System (ATS) to achieve effluent standards. Projects faced with physical constraints that "inhibit the ability to construct a correctly sized sediment basin" may also elect to implement an ATS to comply with the MEP standard.

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 Clean Water Program staff person attends 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 were 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 three groups were provided training in regards to erosion control and BMP installation and maintenance for construction sites. See Table 3-3 below for those who received training.

Table 3-3. Municipal Staff Training.

Department/Commission	Training Date	Number in Attendance
Engineering Inspectors	October 23, 2008	6
Capital Improvement Project (CIP) Staff	April 9, 2009	8
Planning Division	May 5, 2009	10

3.5.2 Inspection of Construction Sites

Permit Order 2007-0001 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 Order 2007-0001. This section describes the City's inspection program for 2008-09 of construction sites developed in accordance with Part F.2.g of the Permit Order 2007-0001.

Each project was assigned an engineering and storm water inspector who was tasked with conducting inspections at the site throughout the construction phase of the project. All 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.

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 3-4 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 3-4. 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	

3.5.2.3   Construction Site Inspection Frequencies

Attachment 3-A provides the number of inspections conducted during both rainy and dry seasons for active construction sites during the reporting period. This table provides inspection numbers from both engineering and building department staff.

It was determined that there were 55 active construction sites with grading permits during the reporting period. As required by the Permit, these construction sites were assigned high, medium and low priority ratings based on the Permit requirements. Table 3-5 below provides the ratings of the priority construction sites and the minimum number of inspections required per the Permit for both rainy and dry seasons.

Table 3-5. Prioritized Construction Site Inventory Summary and Required Inspection Frequency.

Prioritized Construction Sites		Minimum Required Inspection Frequency		
Threat Priority		Wet Season	Minimum number of required inspections	Dry Season - As Needed
High	20	Bi-weekly over 32 weeks	320	As Needed
Medium	17	Monthly over 5 months	85	As Needed
Low	18		90	As Needed
Total	**55**		**495**	As Needed

The City conducted 1,016 wet season and 250 dry season storm water related inspections of prioritized construction sites.

During the reporting period the City conducted inspections of construction sites in accordance with the requirements of the Permit. See table 3-6 below for a summary of the construction site inspections completed during wet and dry seasons.

Table 3-6. Inspection Frequency Verification Table.

Wet Season Inspections		Dry Season Inspections		Total Number of Prioritized Construction Site Inspections
Engineering Dept.	Building Dept.	Engineering Dept.	Building Dept.	
884	132	168	82	
1,016		250		1,266

Based on tables 3-5 and 3-6 above, the City conducted the minimum required inspections.

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

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.

Enforcement actions conducted for construction sites by Code Enforcement and Engineering Divisions, including enforcement action dates, administrative abatement costs, and compliance status, are included as Attachment 3-C. More details about enforcement actions during this reporting period are available on file at the City.

3.5.4 Reporting of Noncompliant Sites

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 5.5.5 of the 2008 JURMP. See Table 3-7 below for the sites issued high enforcement correction notices during this reporting period: See Attachment 3-A for the status of these sites during this reporting period.

Table 3-7. Construction Sites issued Stop Work Notices

Project Name	WDID #	Watershed	Address/Location	Stop Work Notice Issue Date
Hi Hope Ranch	937C22214	San Luis Rey	Highway 76 and Melrose	12/29/08
Darwin Glen	937C325609	San Luis Rey	Darwin and Sagewood Drive	3/30/09
Darwin Knolls	937C325610	San Luis Rey	Darwin and Ocean Ridge Ct.	3/30/09
Ocean Heights	937C330740	San Luis Rey	Mission Avenue & Valley Heights Drive	
Bellon Residence	937C341136	San Luis Rey		11/04/08
Fire Mountain Estates	937C341032	Carlsbad – Loma Alta	Fire Mountain	12/18/08

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

The Clean Water Program will continue to review and modify the construction component as needed. Clarifications and updates were made to FY 2007-08 Annual Report inspections, enforcement actions, and the reporting of non-compliant sites in response to the meeting and follow-up written request from RWQCB staff in December 2007 and January 2008. In addition, the Development Services Department, which includes Planning, Building, Engineering, and Code Enforcement, will be rolling out new tracking software, CRW Systems, Inc., which will assist in tracking and reporting of stormwater data. Training and official roll-out will begin in the 2009-10 reporting year.

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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 2008-2009 reporting period to meet the requirements of Section D.3 of Municipal Permit Order 2007-0001 (Table 4-1). The City of Oceanside owns and/or maintains a variety of municipal facilities including operation centers/facilities, 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.

Table 4-1. Order 2007-0001 Compliance Summary

D.3.a Municipal (Existing Development)	Section 4 of this Annual Report
J.3.a.(3)(c).i Updates to Municipal Inventory	See Section 4.1.1 of this Annual Report
J.3.a.(3)(c).ii 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
J.3.a.(3)(c).iii Inspection and maintenance of municipal treatment controls	See Sections 4.4.3 of this annual report
J.3.a.(3)(c).iv Number of catch basins and inlets, inspections, and cleaning	See Section 4.4.3 of this annual report
J.3.a.(3)(c).v Distance of MS4 inspected and cleaned	See Section 4.4.2 of this annual report
J.3.a.(3)(c).vi Distance of open channels inspected and cleaned	See Section 4.4.2 of this annual report
J.3.a.(3)(c).vi Amount of waste removed from MS4 and open channels	See Section 4.4.3 of this annual report
J.3.a.(3)(c).viii MS4 inspected less than annually	See Section 4.4.1 of this annual report
J.3.a.(3)(c).ix Implementation of BMPs for pesticides, herbicides, and fertilizers	See Section 4.3.3 of this Annual Report
J.3.a.(3)(c).x, xi, xii, xiii Curb miles	See Section 4.2.2 and 4.2.4, of this Annual Report
J.3.a.(3)(c).xiv Municipal parking lots	See Section 4.2.2, 4.2.4., and 4.2.5.1 of this Annual Report
J.3.a.(3)(c).xv Tonnage of debris removed from streets and parking lots	See Section 4.2.5.2of this Annual Report
J.3.a.(3)(c).xvi	See Section 4.5 of this Annual Report

Prevention of infiltration from sanitary sewer	
J.3.a.(3)(c).xvii Sites inspected and frequency	See Attachment 4-A of this Annual Report
J.3.a.(3)(c).xviii Inspection results	See Attachment 4-A of this Annual Report
J.3.a.(3)(c).xix Inspections steps determined full compliance	See Attachment 4-A of this Annual Report
J.3.a.(3)(c).xx Violations and enforcement actions	See Attachment 4-A of this Annual Report
J.3.a.(3)(c).xxi Notable activities	See Section 4.1 and 4.5 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 significant activities include street sweeping, inspections of municipal facilities, and educational efforts geared toward municipal personnel.

The City continues to use its Municipal Urban Runoff Procedures Manual (Municipal Manual) 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. No changes were made to this manual during this reporting period.

Notable Activities

During this reporting period there was one notable activity for the municipal component. An outfall replacement project was conducted which replaced 6020 linear feet of 36" HDPE and PVC pipe that runs parallel to Oceanside Blvd. See Section 4.5.3 for more information.

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, is updated annually. The inventory used for fiscal year 2008-09 is Attachment 4-A to this report. Table 4-2 provides a summary of the facility categories within the City's inventory.

Table 4-2. Summary of Municipal Facilities by Category.

Facility Category	Number of Facilities
Park and Recreation Facilities	46
Public Works Operations Facilities	3
Municipal Landfills	2
Marinas	3
Municipal Airport	1
Potable Water Treatment Facilities	13
Wastewater Treatment Facilities and Lift Stations	36
Police and Fire Facilities	14
Other Fixed and Leased Facilities	26
Roads, Streets, Highways and Parking Facilities	37
Total Facilities	**181**

4.2 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. During this reporting period, 28,954 curb miles were calculated. This number is the actual miles when the brooms on the street sweepers were down - not the total mileage for the City's street sweeping vehicles.

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 Attachment 4-A of this annual report. There are 36 parking facilities within the City.

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. There were 28,954 curb miles swept during this reporting period. Some streets are swept more frequently than others.

- 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 form inspection and maintenance.

There are 37 facilities in the Roads, Streets, Highway and Parking Facilities categories which include 36 parking lots and 571 miles of public road. During this reporting period all 37 of these facilities were inspected by CWP staff. Some corrections were noted but were addressed by appropriate staff in a timely manner. Due to the fact that many of these parking facilities are swept at least once per week, debris and sediment are removed on a very frequent basis.

4.2.5.2 Maintenance

Street sweeping activities resulted in the collection of over 2,062 tons of waste from public streets and parking lots during the reporting period. These results are comparable with tonnage amounts from previous reporting years. See Table 4-3 for a summary of debris collected during this reporting period and in previous reporting periods.

Table 4-3. Summary of amount of street sweeping debris collected.

Reporting year	Tons
2003-2004	2,604
2004-2005	2,538
2005-2006	2,283
2006-2007	2,480
2007-2008	2,358
2008-2009	2,062

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 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 46 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.

One park was added to the inventory during this reporting period: Mance Buchanon Park. Construction of this 29-acre park was completed during this reporting period. The park is located

on College Boulevard just south of the San Luis Rey River crossing and is slated to be an active recreational park that includes ball and soccer fields.

4.3.2 Source Characterization

The City regularly inspects, cleans and maintains 46 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 Attachment 4-A of is annual report for the updated 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 46 facilities were inspected during this reporting period with only minor corrections noted. See Attachment 4-A for inspection information for these facilities.

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 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. No sites are inspected and cleaned less than 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 are approximately 104 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 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 3,354 structures (catch basins, manholes, inlets, outlets, etc.) were inspected and cleaned during the reporting period by the City contractors and City maintenance crews. A total of 65.89 tons of waste was removed. The waste generally consisted of trash, green waste, dirt, sand, roots, solids, rocks, and silt. During the inspections if a storm drain was not labeled with a marker, one was installed. During this reporting period 779 were labeled with a placard stating: "No Dumping – Drains to Creek" in both English and Spanish. See the photo below for a copy of the storm drain placard installed. See Table 4-4 for a summary of the amount of waste removed from catch basins, inlets, the MS4 and open channels by category.

Table 4-4. Waste removed from catch basins, inlets, the MS4 and open channels by category.

Structure	Number Inspected	Contractor or City Crew	Drain Markers Installed	Cleaned	Amount of Material Removed
Catch Basin/Inlet	3,074	Contractor	779	3,074	65.89 tons
Catch Basin/Inlet	280	City Staff		280	
Total Catch Basin/Inlet	3,354			3,354	
Open Channels	104	City Staff	N/A	49,455 ft.	1,536 tons
Drain Pipe		City Staff	N/A	2,545	

Trash Trap at the Oceanside Municipal Golf Course

In addition to standard maintenance, staff at the City of Oceanside Municipal Golf Course had noted that trash and debris was collecting in Pilgrim Creek, which runs in the middle of the course, after storm events. The source of the trash and debris was identified as a residential area just south of the golf course across Douglas Drive. City staff installed a trash trap downstream of this priority residential area and upstream of Pilgrim Creek in the open channel that parallels the driving range at the municipal golf course. The goal of this trap was to capture trash and organic debris coming from the residential neighborhood before it enters the golf course and Pilgrim Creek. This trash trap was installed in March 2009.

After installation there was one rain event that captured 40 pounds of trash and organic debris. During future reporting years, the volume or weight of trash will be tracked. See the photos

below of the newly installed trash trap and a photo of the effectiveness of the trash trap in stopping debris from reaching the waterway.

Trash trap immediately after installation

Trash trap with debris

4.5 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, 34 sewer lift stations and two sewage treatment plants. See Attachment 4-A for the 2008-09 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. During this reporting period 4,054 feet of City sewer lines were slip lined. In addition 47 manholes were rehabilitated. Since the 2005-06 reporting period the City has slip-lined a total of 17,285 feet of sewer. The City also inspected and cleaned 312 miles (1,649,702 feet) of sanitary sewer.

Notable Activity

Land Outfall Sewer Replacement
During this reporting period 6020 liner feet of pipe of the Land outfall were replaced. The existing land outfall was constructed in 1972 and consists of approximately 34,000 linear-feet of 24-inch ductile iron pipe. Several failures of the existing land outfall have occurred recently and

one segment (approx. 6,000 linear-feet) was identified for immediate replacement. The segment targeted for replacement, runs parallel to the centerline of Oceanside Boulevard, and begins approximately 600 feet west of Vine Street and terminates approximately 1200 feet east of Crouch Street. This project consisted of the installation of 6020 linear feet of 36" HDPE and PVC pipe in this segment.

A formal bid process was used to select the contractor. A Notice to Proceed was issued on June 19, 2008. The project was completed on June 4, 2009 with a project budget of $4,059,486.60.

4.6 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.

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.

BMPs installed or changed during Fiscal Year 2008-09

There were no new inlet BMPs installed at this facility during the reporting period.

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.

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.

BMPs installed or changed during Fiscal Year 2008-09

There were no new structural BMPs installed at this facility during the reporting period.

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.

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 use in their vehicle for easy collection of their recyclables.

BMPs installed or changed during Fiscal Year 2008-09

There were no new pollution prevention BMPs installed at this facility during the reporting period.

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 Clean Water Program inspectors on February 27, 2009. See Attachment 4-A for a list of minor corrections needed for this facility. A second inspection conducted on April 14, 2009 verified that the corrections needed had been addressed.

4.7 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 Attachment 4-A of this annual report.

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 2008-09 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 Special Events

The City of Oceanside hosts a variety of Special Events in the City. These events include major sporting events and community fairs and festivals.   A Special Events Permit is required for any organized activity involving the use of, or having impact upon, public property, public facilities, parks, beaches, sidewalks street areas or the temporary use of private property in a manner that varies from its current land use. The permit process includes a BMP implementation plan. The City has a Special Events Committee comprised of various City Department representatives who review permit applications to insure events are held safely and do not adversely impact the community.

4.8.1 Source Characterization

The City issues Special Event permits for both internal city sponsored events and event organizations that coordinate events that may include vendors or various event related elements.
- Antiques on Mission
- Dia de los Muertos
- Turkey Trot 5k Run
- Ironman Triathlon
- Race Across America
- Freedom Day Parade

Typically, special events have a high density use of people per square foot raising the potential for pollutant types at special events, such as:
- Setup and teardown of equipment booths
- Booth operation generating trash
- Food and drink preparation and consumption – illicit discharges and organic material
- Hydraulic rides – oil and grease
- Temporary portable restroom – chemicals and bacteria
- Hydration stations – water cups and other trash material

4.8.2 Best Management Practices

All special events are required to implement designated BMPs and comply with all applicable regulations outlined in the Oceanside Municipal Code. During pre-event application meetings for large events, event organizers are provided with an event permit packet that includes storm water related information including a copy of the Storm Water Compliance Guidelines for Special Events brochure and the Special Events Inspection Form. Copies of the brochure and inspection form are attached. It is explicitly stated that the company coordinating the event is required to leave the site as clean as the pre-event condition and shall not allow any materials or liquid to enter the storm drain system.

4.8.3 Program Implementation

4.8.3.1 Event Inspections

A storm water inspection report form has been developed for use before and after large special events. Storm water compliance inspection reports will be completed prior to the start of the event to ensure that appropriate BMPs are in place. A post-event inspection will ensure that the site is properly cleaned. A special events office representative will conduct pre- and post-inspections. This office may designate another city department representative to conduct the pre- or post-event inspections, when needed.

During this reporting period two of the event locations that were listed in the updated revision to the 2008 JURMP were moved out of City jurisdiction and were held on private property. These two events are Antiques on Mission and Dia de los Muertos. The Race Across America event was determined to be a low priority event because bicycle riders start in Oceanside, in small groups and leave the city in phases to travel across the United States.

The Freedom Day parade was held on Saturday June 27, 2009. Because this event attracts thousands of people who gather along the sidewalks of Coast Highway, the City first ensures that there is no debris or material that can cause liability to the citizens attending the event. After the event street sweeping crews are on-site within one hour to remove any debris left behind by event attendees.

During this reporting period one event was inspected which was the Ironman Triathlon which was held between the dates of April 2- 4, 2009 with staging starting in the harbor and beaches area. No stormwater relate violations were noted during the event and during the post-event inspection it determined that the site was clean and did not pose any potential storm water violations. See Attachment 4-C for copy of the inspection form for this event.

4.8.3.2 Street Sweeping

Most special events occur in the downtown area which is swept 5 days a week, with sweeping vehicles generally onsite within 12 hours from the end of the event.

For special events that cause an added impact to the community street sweeping is conducted immediately after the end of the event. On an annual basis, the City holds one parade in the downtown area after which street sweeping is immediately conducted.

4.8.3.3 Harbor and Beaches Maintenance

Large events held in the Harbor and Beaches area can have the potential to generate large quantities of trash. In addition to the above information, the Harbor and Beaches Maintenance Division conducts the following activities after large events and holidays held in the Harbor and Beaches area:

- A litter abatement contractor provides staff to walk beach and hand pick up litter.
- City staff uses trucks and/or utility carts to follow and pick up items that are too large for the litter abatement contractor such as logs, furniture, etc.
- City staff further screens the beach using Cherrington beach sweeping machines.
- A pressure-washing contractor or City staff washes the hardscapes with all wash water being recovered and disposed of properly.

4.9 Power Washing

4.9.1 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.

4.9.2 Source Characterization

Mobile activities that City employees may use during their day-to-day operations that have a potential to create polluted runoff include:

- Power Washing
- Infrastructure Maintenance
- Street and sidewalk repair
- Street striping
- Waste removal
- Traffic light maintenance
- Parking meter maintenance
- Landscape/Right-of-Way Maintenance

4.9.3 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 6.2.3.1 of the City's 2008 JURMP will continue to be implemented during landscaping of City right of way such as medians.

4.9.4 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.

4.10 Municipal Component Effectiveness Assessment

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

4.11 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.

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5.0 INDUSTRIAL AND COMMERCIAL COMPONENT

5.1 Introduction

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 2008-2009 reporting period to meet the reporting requirements of Section J.1.a(3)(f) of Order 2007-0001 Municipal Permit (Table 5-1).

Table 5-1. Order 2007-0001 Reporting Summary.

Permit Section	Annual Report Section Reference
J.3.a.(3)(d).i -Any updates to the industrial and commercial inventory.	See Section 5.2.2 of this Annual Report
J.3.a.(3)(d).ii - Confirmation that the designated BMPs were implemented, or required to be implemented, for industrial and commercial sites/sources.	See Section 5.2.4.1 and 5.2.4.4 of this Annual Report
J.3.a.(3)(d).iii - A description of efforts taken to notify owners/operators of industrial and commercial sites/sources of BMP requirements, including mobile businesses.	See Section 5.2.1 and 5.3.3 of this Annual Report
J.3.a.(3)(d).iv - Identification of the total number of industrial and commercial sites/sources inventoried and the total number inspected.	See Section 5.2.2 of this Annual Report
J.3.a.(3)(d).v - Justification and rationale for why the industrial and commercial sites/sources inspected were chosen for inspection.	See Section 5.2.2, 5.2.4.1 and 5.2.4.4 of this Annual Report
J.3.a.(3)(d).vi - Confirmation that all inspections conducted addressed all the required inspection steps to determine full compliance.	See Section 5.2.4.1 and 5.2.4.4 of this Annual Report
J.3.a.(3)(d).vii - Identification of the number of third party inspections conducted.	See Section 5.2.4.1 of this Annual Report
J.3.a.(3)(d).viii - Identification of efforts conducted to verify third party inspection effectiveness.	See Section 5.2.4.3 of this Annual Report
J.3.a.(3)(d).ix - A description of efforts implemented to address mobile businesses.	See Section 5.3 of this Annual Report
J.3.a.(3)(d).x - The number of violations and enforcement actions (including types) taken for industrial and commercial sites/sources, including information on any necessary follow-up actions taken. The discussion should exhibit that compliance has been achieved, or describe actions that are being taken to achieve compliance.	See Section 5.2.4.2 and 5.2.4.4 of this Annual Report
J.3.a.(3)(d).xi - A description of steps taken to identify non-filers and a list of non-filers (under the General Industrial Permit) identified by the Copermittees.	See Section 5.2.4.1 and 5.2.4.2 of this Annual Report
J.3.a.(3)(d).xii - A description of notable activities conducted to manage urban runoff from industrial and commercial sites/sources.	See Section 5.1.1 of this Annual Report

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.

5.1.1 Notable Activities

The City of Oceanside Clean Water Program conducted several notable activities during this reporting period including a comprehensive update of its Industrial and Commercial business inventory, updating the 2008 JURMP with narrative to check for coverage under the General Industrial Permit while conducting inspections and developing a protocol for non-filers, and the attendance of CWP staff at a BMP training for concrete mix trucks:

- Working in conjunction with the Businesses Licensing division, the city updated its inventory based on commercial and industrial classifications, watershed location, and assignment of high, medium and low priorities. See Section 5.2.2 for more information about the updated inventory.
- Updated JURMP. Added check for coverage under the General Industrial Permit (Notice of Intent (NOI) and/or Waste Discharge Identification No.). See Section 14.2.
- Added section on Identification of Industrial Non-filers; Created a Non-filer checklist and flow chart for reference by inspectors to convey to industrial businesses what qualifies as a non-filer and how to submit to the SWRCB non-filer applications. See Section 14.2.
- Employee presentation by local business: Palomar Transit Mix, a subsidiary of Vulcan Materials Company, conducted an informational presentation for city Clean Water Program (CWP) staff outlining the Best Management Practices for the concrete trucks used by their company. See Section 5.3.4.3 for more information about this training.

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. During this reporting period the staff of the Clean Water Program conducted a comprehensive update of its Industrial and Commercial business inventory. Working in conjunction with the Businesses Licensing division, the city updated its inventory based on commercial and industrial classifications, watershed location, and assignment of high, medium and low priorities.

Attachment 5-A provides this comprehensive list and serves as an updated inventory to the inventory submitted with the 2008 JURMP. The attached inventory was used to conduct FY 2008-09 inspections and will be updated where needed during the FY 2009-10 inspections. 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.

In the City there are a total of 2,373 Industrial and Commercial businesses. See Tables 5-2 and 5-3 below for a summary of the number of industrial and commercial businesses inventoried in the City according to watershed location.

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

Watershed	Number of Industrial Business	
	2007-08 Inventory	**2008-09 Inventory**
San Luis Rey	95	13
Loma Alta	141	49
Buena Vista	5	0
Agua Hedionda	0	0
Total	**241**	**62**

Table 5-3. Commercial Businesses in the City by Watershed.

Watershed	Number of Commercial Businesses	
	2007-08 Inventory	**2008-09 Inventory**
San Luis Rey & Harbor	331	859
Loma Alta	338	966
Buena Vista	151	463
Agua Hedionda	6	23
Not Verified	10	0
Total	**836**	**2311**

Based on this updated inventory, the City contains approximately 62 industrial 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. Industrial Businesses in the City by Priority.

Priority	Number of Industrial Business
High	20
Medium	14
Low	28
Total	**62**

Based on the 2008 inventory, the City contains approximately 2311 commercial businesses. Each of these businesses was prioritized on their threat to water quality. Table 5-5 provides a summary of the prioritization for industrial businesses.

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

Priority	Number of Commercial Business
High	496
Medium	98
Low	1717
Total	**2311**

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 the 2007-08 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. See this section of the 2007-08 report for a list of changes to both the industrial and commercial manuals.

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 588 inspections during the 2008-2009 reporting year: 33 of industrial businesses, 539 of commercial businesses, including eating and drinking establishments, and 16 nursery or greenhouse businesses.

5.2.4.1   Inspections of Industrial Businesses

During this reporting period the Clean Water Program updated its 2008 JURMP with the following information in regards to inspection of industrial businesses. This program was updated in order to comply with part D.3.b.(3) of Permit Order 2007-0001. See Section 14.2 for the specific areas updated for the Industrial business inspections. Inspections of industrial businesses by third parties were not conducted during this reporting period.

Inspections of industrial businesses will typically be conducted by designated Clean Water Program Inspectors and Code Enforcement personnel. Inspections will be tracked using the City's Urban Runoff Business database. Inspectors will utilize a Commercial and Industrial businesses Inspection Form provided in Appendix D of the 2008 JURMP. The major activities and accomplishments undertaken by the City for this requirement during the reporting period included:

- Completion of 33 site inspections of industrial businesses during the reporting period.
- Completion of 20 required annual inspections of high priority industrial businesses during the reporting period.
- Completion of 13 required annual inspections of medium and low priority industrial businesses during the reporting period.
- Completion of eleven 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.

See Attachment 5-B for inspection dates, corrective items needed and compliance dates for industrial businesses.

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. There were no enforcement actions required for Industrial businesses during this reporting period.

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 and CWP inspectors. 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 twenty (320) 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.
- One hundred sixty four (164) inspections of high priority commercial businesses were inspected, excluding restaurants and agricultural operations
- Thirty nine (39) inspections of medium and low priority commercial businesses were inspected, excluding restaurants and agricultural operations
- Sixteen (16) inspections of 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.

See Attachment 5-B for inspection dates, corrective items needed and compliance dates for commercial businesses

During the 2008-09 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. These 320 inspections were conducted by a city-hired private contractor. Throughout the year Clean Water Program Inspectors would randomly ride along with the private contractor to verify the inspection effectiveness.

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 16 nursery and greenhouse operations according to the City's Business Licensing Department. 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 maintains a cooperative relationship with the U.S. Department of Agriculture NRCS for assisting the agricultural community in Oceanside in design and implementation of BMPs.

5.2.4.4   Enforcement of Commercial Businesses

All other commercial businesses, except for two, were in compliance after the second visit. These two commercial businesses were refereed to the Code Enforcement Division for lack of

proper storage of hazardous materials under cover and on secondary containment. Code Enforcement (CE) conducted an inspection upon the referral date upon which the owner/operator completed with requests. No additional code enforcement action was taken against these businesses. See Table 5-6 below for inspection information on these two businesses.

Table 5-6. Code Enforcement action for Commercial Businesses.

Businesses Name	Principal Products & Services	1st Inspec. Date	Corrective Action Needed	2nd Inspec. Date	Corrective Action Needed	Referred to CE Date	Code Enforcement Inspection Date	Compliance Status
Mohsen Oil	Gasoline Station w/Convenience Store	11/19/08	Properly store Haz Mat.	12/18/08	Same	1/28/09	1/28/09	IC
Thrifty Gasoline	Gasoline Station w/Convenience Store	11/20/08	Properly store Haz Mat.	12/18/08	Same	1/28/09	1/28/09	IC

IC = In Compliance

5.2.4.5 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 and despite issuance of the City code from CWP staff and/or Code Enforcement officers, or for operations that were not under the City's regulatory jurisdiction (Camp Pendleton). Following is a list of these businesses and operations.

- Camp Pendleton housing development sediment discharge to Oceanside Harbor.
- Camp Pendleton housing development sediment discharge to Capistrano Park.
- Private owner placing graded soil and rock material within flood plain of San Luis Rey River

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 in an education outreach program through the Industrial Commercial Sources Workgroup to educate Mobile Businesses of their minimum BMPs. The regional workgroup requested Mobile Business inventories from each Copermittee, of which Oceanside complied, which will be compiled into one list. It is anticipated that this education piece will be sent to the inventory list during the next reporting period. 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 the 2007-08 reporting period with 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 outdoor vehicle detailing by a mobile business 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

The City of Oceanside is participating in the Regional Industrial Commercial Sources workgroup which is developing a plan to educate mobile businesses about proper BMPs and protection of water quality. A complete report on these activities of this workgroup will be included in the Regional Urban Runoff Management Program report due to the RWQCB in January 2010.

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.

Palomar Transit Mix BMP Presentation
Also during this reporting period Palomar Transit Mix a subsidiary of Vulcan Materials Company conducted a presentation for CWP staff outlining the Best Management Practices for the concrete trucks used by their company. This training, held on June 9, 2008 demonstrated the use of a new technology that limits jobsite waste and protects concrete from getting on the ground which can have a potential to reach the MS4.

There were three City staff in attendance at this workshop including two Code Enforcement Officers and one Clean Water Program staff person. Although this training was held in the previous reporting period the information presented was very useful for dissemination to other concrete truck drives during this reporting period.

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

During this reporting period several departments within the City moved forward with implementation of various data tracking systems. The Water Utilities Department, which includes Water, Sewer, and the Clean Water Program, continued rolling out the GBA Masters

Series software. Water and Sewer continued to utilize the product and the Clean Water Program gained approval to purchase additional licenses and hire a consultant to help modify the software to their needs. Complete roll-out for the Clean Water Program is expected in reporting year 2009/2010. The Development Services Department, which includes Code Enforcement, Building, and Engineering, choose CRW Systems, Inc. and will begin roll-out in the 2009/2010 reporting year. These systems will allow for tracking and reporting of needed information, including stormwater data, across the departments.

6.0 RESIDENTIAL COMPONENT

6.1 Introduction

A total of 39 percent of the City's 26,983 acres is designated as either multi- or single-family residential according to the San Diego Association of Governments (SANDAG). 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 2008-2009 reporting period to meet the requirements of Section D.3.c of the Municipal Permit (Table 6-1). 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).

Table 6-1. Order 2007-0001 Compliance Summary.

D.3.c Residential Program	See Section 6 of this Annual Report
J.3.a.(3)(e).i High threat residential areas	See Section 6.2 of this Annual Report
J.3.a.(3)(e).ii Designated BMPs were implemented	See Section 6.3 of this Annual Report
J.3.a.(3)(e).iii Proper disposal of used oil and HHW	See Section 6.4.2 of this Annual Report
J.3.a.(3)(e).iv Amounts of HHW collected	See Section 6.4.2 of this Annual Report
J.3.a.(3)(e).v Evaluation of methods used for oversight of residential areas	See Section 6.2.1 of this Annual Report
J.3.a.(3)(e).vi Violations and enforcement actions	See Section 6.4.7 of this Annual Report
J.3.a.(3)(e).vii Collaboration on implementation of Regional Residential Education Program	See Section 6.5 of this Annual Report
J.3.a.(3)(e).viii Notable Activities	See Section 6.3.1 and 6.4.1 of this Annual Report

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 were made during the 2007-08 reporting period.

6.1.1 Notable Activities

- Trash trap BMP installed in priority residential area. See section 6.3.1 for more information.

- Development of email distribution list for newsletters and event notifications to replace the traditional US Postal Service mailings. See section 6.4.1 for more information.

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.
- Power washing activity (both do-it-yourself and contracting services).

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

6.2.1 Evaluation of methods for oversight of residential areas and activities.

The Public Works storm drain maintenance staff has the best opportunity to inform the Clean Water Program staff about drainage areas that have a lot of trash and debris. On a regular basis the CWP staff request from public works maintenance staff areas within the city that are generating for two reasons:
1. To identify areas within the City where the public can become involved to assist in removing trash and debris from the specific areas where debris ahs collected, and
2. To target the residential areas for future outreach.

During this reporting period two residential areas were identified as contributing excessive trash to the MS4 and potentially the receiving waters. The first was a neighborhood that drains to Pilgrim Creek and eventually the San Luis Rey River. The second was a portion of MS4 that drains to Garrison Creek and then Loma Alta Creek near El Camino High School. See section 6.3.1 below for more specific information on these areas and the BMPs chosen.

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.

6.3.1 BMP Implementation

Trash Trap at the Oceanside Municipal Golf Course

Staff at the City of Oceanside Municipal Golf Course had noted that trash and debris was collecting in Pilgrim Creek, which runs in the middle of the course, after storm events. The source of the trash and debris was identified as a residential area just south of the golf course across Douglas Drive. City staff installed a trash trap downstream of this priority residential area and upstream of the municipal golf course in the open channel that parallels the driving range. The goal of this trap was to capture trash and organic debris coming from the residential neighborhood before it enters the golf course and Pilgrim Creek. This trash trap was installed in March 2009.

After installation there was one rain event that captured 40 pounds of trash and organic debris. During future reporting years, the volume or weight of trash will be tracked. See the photos below of the newly installed trash trap and a photo of the effectiveness of the trash trap in stopping debris from reaching the waterway.

Trash trap immediately after installation

Trash trap with debris

Non-Structural, Administrative BMP for Trash from Oceanside Unified School District

Public Works staff identified a section of MS4 that had a large amount of tennis balls and other trash, such as plastic bottles, after storm events where Garrison Creek daylights off of Mesa Boulevard. It appeared that a large amount of the trash, including tennis balls, softballs, plastic drink bottles, and food wrappers, was likely coming from El Camino High School and Martin Luther King, Jr. Middle School. The Clean Water Program Coordinator notified the Maintenance and Operations Director of the Oceanside Unified School District of the problem. On January 22, 2009, the Director notified all area principals about the accumulation of trash and asked the principals to share the photos with staff and students using school newspapers, assemblies, and brochures.

Trash accumulation at Garrison Creek.

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:

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

During this reporting period the Clean Water Program discontinued mailing upcoming event notices to interested parties through the US Postal Service. In order to save time and money an email distribution list was created. This will allow for people to receive notifications by email which eliminates postage costs. Also, receivers of the information can easily forward the fliers to other people who may be interested in the specific information.

The City will also consider conducting an outreach program upstream of this trash trap mentioned in 6.3.1 above in future reporting periods. The goal will be to educate residents in this targeted neighborhood about proper disposal of trash and the negative effects of fugitive trash that enters local waterways.

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 2008-2009 reporting period, 3,430 Oceanside households utilized the household hazardous waste disposal facility, disposing or recycling 146.59 tons of hazardous materials (including universal waste) during the reporting period. An additional 127.56 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. During the reporting period 832 gallons of used oil were collected and recycled. In addition one 55-gallon barrel of used oil filters were collected from Harbor residents.

6.4.3 Clean Water Program Newsletters

Twice per year, educational newsletters are mailed with the utility to over 42,000 homes in the City. 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 is listed below. A copy of these two newsletters is included in Attachment 6-A this annual report.

Fall 2008
- Bacteria Source Tracking Project on the San Luis Rey River
- Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
- Water conservation tips to eliminate water runoff
- West Nile virus and over watering connection

Spring 2009
- Loma Alta Creek Cleanup event
- Cleanup events calendar for 2009
- Green Week 2009
- Storm Drains vs. Sewer
- Water Conservation Landscaping Workshops

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 ten three-minute presentations. Table 6-2 provides an overview of the topics covered during each taping.

Table 6-2. Summary of 2008-09 Oceanside Update Topics by Month

Date	Topic Discussed
July 2008	Pick up pet waste
August 2008	State drought situation, water conservation tips, and Coastal Cleanup Day
September 2008	Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
October 2008	Water rebate programs
December 2008	How to protect water quality during the rainy season
January 2009	2009 Cleanup event schedule and storm drains vs. sewers.
March 2009	Storm drains and sewer difference and Loma Alta Creek Cleanup
April 2009	Oceanside watersheds and Loma Alta Creek and Oceanside Beach Cleanup
May 2009	Water awareness month, water conservation & irrigation runoff
June 2009	Pool draining tips to protect water quality

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 35,647 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, 124 calls were received on the Urban Runoff Hotline by residents concerning potential urban runoff violations. This is a significant increase from the 55 calls received in the 2007-08 Reporting period and the 14 calls received during the 2006-07 reporting period. The majority of the urban runoff calls were related to over-irrigation runoff. There was significant outreach to the public about the importance of conserving water. As a result, there was a significant increase in the number of calls related to over-irrigation, homes irrigating on other than their assigned day, and hosing down of hardscapes.

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 responded to 109 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 6-3 for an accounting of Code Enforcement Actions during 2008-09.

Table 6-3.   Accounting of Residential Code Enforcement Actions for the 2008-2009 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	113	178	4	4	32	13	26	1	2	0

6.5 Collaboration to implement Regional Residential Education Program

During this reporting period the City of Oceanside elected to serve as Co-chair for the Education and Residential Sources Workgroup (ERS Workgroup) which is tasked with implementing the Regional Residential Education Program. The ERS workgroup was established as one of several workgroups under the Memorandum of Understanding amongst the San Diego County Copermittees (Copermittees). The chair of each of these workgroups presides over and provides leadership and direction to the workgroup. This includes serving as the point of contact to external entities, soliciting group input, developing meeting content, facilitating meetings, and coordinating with the Secretary to finalize work products for distribution to the workgroup. The City of Oceanside Co-chaired this workgroup with staff from the City of Imperial Beach. The City of Oceanside plans to continue serving as the co-chair for the ERS Workgroup.

Details of the activities of the ERS Workgroup will be provided in the submittal of the annual report of the Regional Urban Runoff Management Program due to the RWQCB in January 2010.

6.6 Residential Component Effectiveness Assessment

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

6.7 Program Review and Modification

During this reporting period several departments within the City moved forward with implementation of various data tracking systems. The Water Utilities Department, which includes Water, Sewer, and the Clean Water Program, continued rolling out the GBA Masters Series software. Water and Sewer continued to utilize the product and the Clean Water Program gained approval to purchase additional licenses and hire a consultant to help modify the software to their needs. Complete roll-out for the Clean Water Program is expected in reporting year 2009/2010.   The Development Services Department, which includes Code Enforcement, Building, and Engineering, choose CRW Systems, Inc. and will begin roll-out in the 2009/2010 reporting year. These systems will allow for tracking and reporting of needed information, including stormwater data, across the departments.

7.0 ILLICIT DISCHARGE DETECTION AND ELIMINATION COMPONENT

This section is intended to document the activities conducted by the City of Oceanside during the 2008-2009 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 2008-09 Illicit Discharge Detection and Elimination Component, including the 2009 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2009.

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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.

This section documents the activities conducted by the City of Oceanside during the 2008-2009 reporting period to meet the requirements of Section D.3.g of the Municipal Permit. The City continued the implementation of an education outreach program for municipal staff, industrial and commercial businesses, and the general public.

Table 8-1. Order 2007-0001 Compliance Summary.

J.3.a.(3)(g).i Description of education efforts	See Section 8.0 of this Annual Report
J.3.a.(3)(g).ii Underserved target audiences	See Section 8.3.1 of this Annual Report
J.3.a.(3)(g).iii Education of municipal employees	See Section 8.2 of this Annual Report
J.3.a.(3)(g).iv Education of construction community	See Section 8.4 of this Annual Report
J.3.a.(3)(g).v City education efforts for residents, general public and school children	See Section 8.3 of this Annual Report

The City of Oceanside continued 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 (20) 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 195 City staff and 64 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. Also, during this reporting period, a specific quiz was developed for Engineering staff who work on Capital Improvement Projects.

Prior to the start of these training sessions using the programs mentioned above a multiple choice quiz was given to each participant to establish a baseline of knowledge for that individual. The quiz also served as the sign-in sheet for the individual attending 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 was 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. One hundred sixteen (116) 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 - Strom 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 – 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
- Parks and Recreation Maintenance
- Fleet Maintenance
- Water Meter Services
- Harbor Division – Maintenance Staff
- Harbor Division - Harbor Police
- Harbor Division - Lifeguards

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 Division
- Engineering Division – Engineering Inspectors
- Engineering Division- Capital Improvement Project Staff
- Building Maintenance
- Business Licensing, Revenue and Utility Billing
- Water Utilities Administration

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 or 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 the trash haulers with Waste Management were targeted for 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. The targeted audience was:

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

In addition to the above training, Palomar Transit Mix a subsidiary of Vulcan Materials Company conducted a training session for local municipal employees outlining the Best Management Practices for the concrete trucks used by their company. This training, held on June 9, 2008 demonstrated the use of a new technology that limits jobsite waste and protects concrete from getting on the ground which can have a potential to reach the MS4.

There was three City staff in attendance at this workshop including two Code Enforcement Officers and one Clean Water Program staff person. Although this training was held in the previous reporting period the information presented was very useful for dissemination to other concrete truck drives during this reporting period.

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:

Fall 2008
- Bacteria Source Tracking Project on the San Luis Rey River
- Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
- Water conservation tips to eliminate water runoff
- West Nile virus and over watering connection

Spring 2009
- Loma Alta Creek Cleanup event

- Cleanup events calendar for 2009
- Green Week 2009
- Storm Drains vs. Sewer
- Water Conservation Landscaping Workshops

A copy of these two newsletters is included as Attachment 6-A to 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 35,647 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 ten three-minute presentations. Table 8-2 provides an overview of the topics covered during each taping.

Table 8-2. Summary of 2008-09 Oceanside Update Topics by Month

Date	Topic Discussed
July 2008	Pick up pet waste
August 2008	State drought situation, water conservation tips, and Coastal Cleanup Day
September 2008	Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
October 2008	Water rebate programs
December 2008	How to protect water quality during the rainy season
January 2009	2009 Cleanup event schedule and storm drains vs. sewers.
March 2009	Storm drains and sewer difference and Loma Alta Creek Cleanup
April 2009	Oceanside watersheds and Loma Alta Creek and Oceanside Beach Cleanup
May 2009	Water awareness month, water conservation & irrigation runoff
June 2009	Pool draining tips to protect water quality

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 nine 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 8-3 lists community events attended between July 2008 and June 2009 to encourage community participation and education of the effects of polluted urban runoff:

Table 8-3. 2008-09 Community Events.

Date	Event	Participants (Estimated)
07/19/08	Grand Opening of Fire Station #7	2,500
09/19/08	Harbor Days	30,000
10/11/08	Pride @ the Beach - Oceanside	500
10/26/08	North County Human Society Paws Fiesta	200
10/29/09	Genentech ECO Fair	500
03/21/09	Green Fair – Oceanside	500
04/19/2009	Fallbrook Avocado Festival	50,000
4/26/09	Earth Day at Mission San Luis Rey	5,000
05/16/09	Operation Appreciation - Oceanside	2,500

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 248 school-age children and 13 adults. Table 8-4 provides a list of groups and classrooms that were educated about storm water pollution via these presentations.

Table 8-4. 2008-09 School Age Children Watershed Presentations.

Date	Group	Children	Adults
11/20/2008	Libby Elementary (3rd Grade)	24	1
11/20/2008	Libby Elementary (3rd Grade)	27	1
11/20/2008	Libby Elementary (3rd Grade)	22	1
11/20/2008	Libby Elementary (3rd Grade)	22	1
01/28/2009	Balderrama After School Program	25	3
3/27/2009	Alamosa Elementary (5th Grade)	33	1
3/27/2009	Alamosa Elementary (5th Grade)	34	1
3/27/2009	Alamosa Elementary (5th Grade)	31	1
5/04/2009	Girl Scout Troop 1424	15	1
5/04/2009	Girl Scout Troop 1018	15	2
	Totals	**248**	**13**

Splash Lab

The San Diego County Office of Education Splash Science Lab is a completely self-contained mobile laboratory brought to local schools to provide students with hands-on experience with the following resources:

- Watershed/storm drain model presentations
- GIS computer stations
- Water Conservation Station
- San Diego Estuary Station

- Microscopes - with live specimens!
- Chemistry experiments
- State of the art computers
- Cooperative learning skills

The curriculum is designed for grade levels 4-6 and is aligned with California Science Content Standards.

During this reporting period three schools received the Science Splash Lab with the costs covered by the City Water Utilities Department. See Table 8-5 below for information on the schools and number of students who participated in the program

Table 8-5. Schools using Science Splash Lab during the 2008/2009 Reporting Year.

Date	School	Grade	Number Attended	Number of classes
4/8/2009	Garrison Elementary	4-5	100	4
4/10/2009	San Luis Rey Elementary	4-5	117	4
4/21/2009	McAuliffe Elementary	5	97	4
Totals			**314**	**12**

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

The City continues to collaborate with San Diego CoastKeeper and the San Diego Unified School District (SDUSD) to customize and implement Project SWELL, a water-based science curriculum, for different grade levels in the Oceanside Unified School District (OUSD). The Project SWELL curriculum will foster a sense of stewardship for our natural environment and help to empower and educate these future leaders of America to understand and improve the condition of San Diego's coast and waterways. Project SWELL balances environmental and scientific studies as a comprehensive and hands-on K-12 water quality and pollution prevention curricula. More information about this curriculum can be found at http://www.projectswell.org/. This curriculum provides students with knowledge of water resources in San Diego County and Oceanside, watershed functions, water conservation, the effects of polluted urban runoff, and how students can help prevent water pollution. The City of Oceanside is currently implementing the 5th grade curriculum and is considering implementing the 6th grade and 4th grade curricula in the future.

5th Grade

During this reporting period the 5th grade level curriculum continued to be implemented. The OUSD adopted a slightly revised version of the FOSS science kits used for K-5th grade levels for the 2009-10 school year. FOSS (Full Option Science Systems) is a research-based science curriculum for grades K–8 developed at the Lawrence Hall of Science, University of California at Berkeley. During the next reporting period, the curriculum will be revised to reflect the use of the revised FOSS kits.

6th Grade

For 6th grade the OUSD and the SDUSD adopted different science kits for implementation during the 2008-09 school year. The SDUSD will need to change the 6th grade curriculum to reflect the materials that will be used in the new science kit. Once the SDUSD curriculum is

revised the City of Oceanside will move forward with customizing the curriculum for Oceanside and hopefully piloting the curriculum during the 2009-10 school year.

In preparation for the 6th grade curriculum, the City of Oceanside developed a table that had specific information related to the various watersheds and water bodies in the northern watersheds of San Diego County. (See Table 8-4 of Oceanside's 2007-08 JURMP Annual report.) There is a possibility that this table will need to be updated once the new 303(d) list of impaired water bodies is finalized which will be done before implementation of the curriculum.

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 located in the Carlsbad Hydrologic Unit. These two events were held on March 19 and March 26, 2009 at Dawson Reserve and Green Oaks Ranch respectively, both located in Vista along Agua Hedionda Creek. 47 students and 12 adults participated in the training.

Over-Irrigation

Clean Water Inspectors responded and documented over irrigation issues after receiving complaints from the general public or city staff. Inspectors investigated water sources and contacted property owners in person if possible or provided informational door hangers indicating the need to curtail overwatering or fix broken irrigation system if applicable, as well as provided information to educate the public to conserve water. After responding to complaints, inspector's maintained electronic files of all complaints and revisited locations to make sure over irrigation had stopped. In problematic areas where overwatering was caused by many property owners, the entire area was notified by door hangers and/or letters informing the property owners the need to conserve water and avoid polluting the storm drain systems. After the institution of Stage II Drought ordinance, inspectors also enforced the new requirements for the time and duration of irrigation through out the City per the requirements of the new ordinance. If the property owners did not curtail overwatering, the information was submitted to Code Enforcement for further processing of the violations.

Water meter reader personnel are trained to document and respond to urban runoff and over-irrigation issues as they come across such activities during their normal activities. While in the field these personnel will enter the address location into a hand-held meter of a site that may have an urban runoff violation. These addresses are then compiled and given to the Clean Water Inspectors for follow-up. When possible, the water meter reader personnel will also leave door hangers and report incidents of urban runoff. Depending on the situation a meter shop personnel will visit the site or the Clean Water Inspector will follow-up.

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.

Pick Up Your Pet Waste Campaign

During the previous reporting period a relationship between the Clean Water Program and Girl Scout Troop 1215 was established. Troop 1215 agreed to participate in an education outreach campaign encouraging dog owners and dog walkers to pick up after their pets. This project is included as a Watershed Activity under the San Luis Rey Watershed Management Program.

Pet waste left on grass, sidewalks, and along trails is not only a leading cause of bacterial contamination in waterways, but it is also an issue that concerns Oceanside residents. In the spring of 2009, the City of Oceanside Clean Water Program launched a Pick Up Your Pet Waste Campaign to encourage dog owners to clean up after their pets. The project focused on the San Luis Rey River Trail which is used for a variety of recreational purposes including walking, running, and biking. Many people also bring their dogs with them to the Trail. Although most dog owners who use the trail clean up after their pets, some pet waste still accumulates along the trail.

To kick off the campaign, an intercept survey was conducted by members of Girl Scout Troop 1215. While walking along the trail, the Girl Scouts asked people the location of where they accessed the trail, the street name they lived on and if they walk a dog along the trail. The results of this intercept survey allowed for the next component of the program, a mail survey, to target the neighborhoods where most people come from to use the trail.

The next component was a brief survey that was mailed to 300 Oceanside households located in neighborhoods near the trail. The goal of the survey was to identify the reasons why people do or do not pick up after their pets on the trail and in other public areas. Sixty-five percent of the households completed the survey and returned it to the City. Of those residents who completed the survey, 70 percent had visited the trail in the past and 48 percent reported that they had a dog in their household. Following are the overall results of the survey.

Reasons for Picking Up Dog Waste

Both dog owners and non-dog-owners agree that it is important to pick up dog waste, rating the importance of the issue as 9.6 out of 10. The top-rated reasons for picking up dog waste and throwing it in the trash were because: "It is the right thing to do" and "It pollutes parks, rivers, and beaches."

Barriers to Picking up Dog Waste

The vast majority of Oceanside dog owners who walk their dogs reported that they always pick up after their pet, but 17 percent stated that they sometimes leave their dog's waste behind without picking it up. Among dog owners, the most common reasons cited for why someone might leave dog waste behind while walking the Trail were:
- Forgot to bring a bag
- Nowhere to throw it away

- No one else around to see them

Survey Recommendations

The results of the survey provided clear recommendations for the Pick Up Your Pet Waste Campaign at the Trail including the installation of additional trash cans and pet waste bag dispensers as well as modifying signage to emphasize pet owner responsibility. Ninety-three percent of survey respondents agreed that more pet waste dispensers are needed in the community. As a result, the City will consider installing additional signage, trash cans, and pet waste bag dispensers along the trail during the next reporting period.

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. As part of the regional outreach efforts, the City submitted their inventory to the Industrial Commercial Workgroup which plans to develop a regional inventory and provide a list of minimum BMPs to these types of businesses. The City continues to use Code Enforcement to respond to complaint calls related to mobile businesses.

Also, the City of Oceanside was involved in the Industrial Commercial Business workgroup which was formed under the Memorandum of Understanding amongst the Copermittees. During this reporting period the City of Oceanside submitted their inventory of mobile businesses to this workgroup. This comprehensive inventory list will be compiled from all Copermittees that have such an inventory, to eventually develop an education outreach piece for this underserved target audience.

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. In addition there are posters available in Spanish for restaurants and automotive related businesses.

Nursery and 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 continues to provide educational materials, when needed, to nursery and greenhouse operations during annual inspections and on unannounced visits throughout the year.

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 2008-2009 reporting period and Figure 8-1 provides a photo of the educational materials.

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.	100
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.	100
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.	250
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.	50
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.	150
	Total number of educational brochures distributed during this reporting period.	**900**

Promotional Items		
Poop Pollutes Pet Waste Bag Dispensers	Pet waste bag dispensers were distributed at community events.	100
Click Message Pen	Each pen has Oceanside's Urban Runoff Hotline phone number as well as the following text, "Protect our Waterways: sweep sidewalks, all storm drains led to the ocean, recycle motor oil and filters, eliminate irrigation runoff, pick up pet waste, litter pollutes our waterways and conserve water."	2,000
Pencils	Each pencil has Oceanside's Urban Runoff Hotline phone number and is made from recycled newsprint	500
Decals	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.	200
Gel Pen	These gel pens have Oceanside's Urban Runoff Hotline phone number and were distributed to City employees only during municipal training sessions.	150
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.	500
T-shirts	T-shirts are offered as a give-away option for beach and creek cleanup volunteers.	900
Tote Bags	These reusable tote bags are made from recycled cotton and have the words "One Less Plastic Bag" and the Green Oceanside logo. They were distributed to employees and as a give-away option for beach and creek cleanup volunteers.	400
Water bottles	These reusable aluminum water bottles were distributed to employees and as a give-away option for beach and creek cleanup volunteers.	300
Rally Towels	These 11"x15" rally towels have ht slogan "Only Rain in the Strom Drain and were offered to beach and creek cleanup volunteers.	200
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.	250
Flashlights	These flashlights have the Clean Water Program name on them and were provided as a raffle item during municipal training sessions.	20
Scratch Note Pads	These 4.25 x 5.5 inch note pads provided stormwater pollution prevention tips and were distributed to municipal employees and to the public at community events.	750
Dog Poop Calendars	The Monthly Doos Calendar, which displays dog poop piles in unique venues, was distributed at special events to people completing a pet waste survey.	50
Total number of promotional items distributed during this reporting period.		**6,320**

Figure 8-1. Promotional Items Distributed During Reporting Year 2008-09.

8.4 Education of Construction Community

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 any permits, construction site owners and developers are either given printed educational material or referred to the Clean water Program website for information that includes the municipal permitting process, as well as the state and local storm water permit requirements for construction sites. Prior to the wet season, all currently permitted construction sites are contacted reminding site owners and developers to update their sites' BMPs to reduce erosion and prevent storm water pollution, as well as update erosion control plans and SWPPPs.

The Building Division counter in City Hall references websites that have the following documents for construction site owners and developers to reference:
- Clean Water Program Website to for a link to the General Construction Storm Water Permit
- The City's Construction Manual
- Construction related sections of the Municipal Storm Water Permit Order R9-2007-0001
- Standard Urban Storm Water Mitigation Plan, when applicable

In addition to referring the construction community to the documents mentioned above, a copy of the Urban Runoff BMPs for Construction Projects brochure is stapled on to the storm water

related development plans for the project. This ensures that the construction community has received BMP information and is required to follow the minimum BMPs listed and shown in the brochure. Additional BMPs may be required by the City based on a review of the Storm Water Pollution Prevention Plan prepared by the project applicant. Storm water information is also disseminated to the construction community through storm water compliance inspections of construction sites.

Training of City staff is done continually using a variety of methods such as workshops and memorandums. For further detail regarding the City's construction educational program, please refer to Sections 10.2.2 and 10.3.1 of this document.

8.5 Outreach Component Effectiveness Assessment (Optional)

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

8.6 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.

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 2008-2009 reporting period to meet the requirements of Section D.6 of the Municipal Permit (Table 9-1).

Table 9-1. Order 2007-0001 Compliance Summary.

J.3.a.(3)(h).i Public Participation Efforts	See Entire Section 9 of this Annual Report

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, one hundred twenty four (124) calls were received on the Urban Runoff Hotline by residents concerning potential urban runoff violations. This is a significant increase from the 55 calls received in the 2007-08 Reporting period and the 14 calls received during the 2006-07 reporting period.
- In addition, Code Enforcement responded to 109 urban runoff related cases, related to residential areas and activities, during the reporting period.

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 City beaches. Each cleanup averages between 100 to 300 participants. During the 2009-09 reporting period, approximately 1,561 volunteers removed approximately 8.98 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 1,904 volunteers removed 485 pounds form Oceanside beaches.

Between the City sponsored and private group sponsored events, 1,561 volunteers removed 17,968 pounds of trash and debris from Oceanside City beaches and the three waterways that traverse the City of Oceanside. Table 9-2 lists cleanup events held between July 2008 and June 2009 to encourage community participation and education of the effects of urban runoff:

Table 9-2. Cleanup Events Held during the 2008-09 Reporting Year.

Date	Event	Number of Participants	Pounds/Tonnage of Waste Removed
City Sponsored Cleanup Events			
7/5/2008	Morning After Mess	305	175 pounds
9/20/2008	Buena Vista Creek Cleanup	128	9,000 pounds
9/20/2008	Oceanside Beach Cleanup	307	215 pounds
11/08/2008	San Luis Rey River Cleanup	315	5,000 pounds
4/25/2009	Loma Alta Creek Cleanup	99	2,000 pounds
4/25/2009	Oceanside Beach Cleanup - Pier	204	127 pounds
4/25/2009	Oceanside Beach Cleanup – Buccaneer Beach	203	451 pounds
	Total City Sponsored Events	**1,561**	**17,968 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

Date	Event	Number of Participants	Pounds/Tonnage of Waste Removed
	Total Private Group Events	**865**	**485 pounds**
	Grand Totals	**2,426**	**18,453 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 2008-09 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 appears 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 9-3 summarizes topics discussed each month in which the Clean Water Program aired a spot:

Table 9-3. Summary of Oceanside Update Topics by Month.

Date	Topic Discussed
July 2008	Pick up pet waste
August 2008	State drought situation, water conservation tips, and Coastal Cleanup Day
September 2008	Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
October 2008	Water rebate programs
December 2008	How to protect water quality during the rainy season
January 2009	2009 Cleanup event schedule and storm drains vs. sewers.
March 2009	Storm drains and sewer difference and Loma Alta Creek Cleanup
April 2009	Oceanside watersheds and Loma Alta Creek and Oceanside Beach Cleanup
May 2009	Water awareness month, water conservation & irrigation runoff
June 2009	Pool draining tips to protect water quality

9.1.5 Additional Public Participation Opportunities

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

Pick Up Your Pet Waste Campaign

During the previous reporting period a relationship between the Clean Water Program and Girl Scout Troop 1215 was established. Troop 1215 agreed to participate in an education outreach campaign encouraging dog owners and dog walkers to pick up after their pets. This project is included as a Watershed Activity under the San Luis Rey Watershed Management Program.

Pet waste left on grass, sidewalks, and along trails is not only a leading cause of bacterial contamination in waterways, but it is also an issue that concerns Oceanside residents. In the spring of 2009, the City of Oceanside Clean Water Program launched a Pick Up Your Pet Waste Campaign to encourage dog owners to clean up after their pets. The project focused on the San Luis Rey River Trail which is used for a variety of recreational purposes including walking, running, and biking. Many people also bring their dogs with them to the Trail. Although most dog owners who use the trail clean up after their pets, some pet waste still accumulates along the trail.

To kick off the campaign, an intercept survey was conducted by members of Girl Scout Troop 1215. While walking along the trail, the Girl Scouts asked people the location of where they accessed the trail, the street name they lived on and if they walk a dog along the trail. The results of this intercept survey allowed for the next component of the program, a mail survey, to target the neighborhoods where most people come from to use the trail.

The next component was a brief survey that was mailed to 300 Oceanside households located in neighborhoods near the trail. The goal of the survey was to identify the reasons why people do or do not pick up after their pets on the trail and in other public areas. Sixty-five percent of the households completed the survey and returned it to the City. Of those residents who completed the survey, 70 percent had visited the trail in the past and 48 percent reported that they had a dog in their household. Following are the overall results of the survey.

Reasons for Picking Up Dog Waste

Both dog owners and non-dog-owners agree that it is important to pick up dog waste, rating the importance of the issue as 9.6 out of 10. The top-rated reasons for picking up dog waste and throwing it in the trash were because: "It is the right thing to do" and "It pollutes parks, rivers, and beaches."

Barriers to Picking up Dog Waste

The vast majority of Oceanside dog owners who walk their dogs reported that they always pick up after their pet, but 17 percent stated that they sometimes leave their dog's waste behind without picking it up. Among dog owners, the most common reasons cited for why someone might leave dog waste behind while walking the Trail were:
- Forgot to bring a bag
- Nowhere to throw it away
- No one else around to see them

Survey Recommendations

The results of the survey provided clear recommendations for the Pick Up Your Pet Waste Campaign at the Trail including the installation of additional trash cans and pet waste bag

dispensers as well as modifying signage to emphasize pet owner responsibility.   Ninety-three percent of survey respondents agreed that more pet waste dispensers are needed in the community. As a result, the City will consider installing additional signage, trash cans, and pet waste bag dispensers along the trail during the next reporting period.

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 and is an important element of public participation and keeps communication open between government

staff and the public. During Fiscal year 2008-09 all cleanup events were covered in the Oceanside Magazine:

- 2008 Oceanside Beach and River Cleanup Events – Article in summer 2008 *Oceanside Magazine*
- 2009 Oceanside Beach and River Cleanup Events – Article in spring 2009 *Oceanside Magazine*

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. 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 the 2008-09 RURMP.

Independence Jam

The Independence jam was a concert event held at the Oceanside Amphitheatre attracting 4,000 people from throughout the region. At this event the organizers had and Eco-village where environmentally conscious businesses and organizations were able to a staff a table. Copermittees staffed a table in the Eco-Village to educate event participants about storm water pollution. At this event promotional give-away items distributed were rally towels, tattoos, and displayed the watershed map of the San Diego region. Participants were able to ask questions of staff about which watershed they lived in and were provided with stormwater education information.

Copermittee Working Bodies

The Copermittees collectively developed ten (10) Working body groups to coordinate the implementation of regional programs required by the Municipal Permit. Each Copermittee is required to provide at least one representative to each working body. These working bodies meet at least four times per year unless a different meeting frequency is established through unanimous approval of all Copermittees.

During this reporting period the City of Oceanside participated in each working body. In addition The City of Oceanside Co-chaired the Educational and Residential Sources Workgroup. Activities related to each of these ten working bodies during FY 2008-09 will be provided in the Regional Urban Runoff Management Program (RURMP) annual report scheduled to be submitted to the RWQCB in January 2010.

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.

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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 2008-2009 reporting period to meet the requirements of Section G of the Municipal Permit Order 2007-0001 (Table 10-1).

Table 10-1. Order 2007-0001 Compliance Summary.

G: Fiscal Analysis Component	See Entire Section 10 of this Annual Report
J.3.a.(3)(j).i Fiscal analysis of City urban runoff management program	See Entire Section 10 of this Annual Report

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, and Engineering 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. This amount is equal to $0.07 per unit of water used.

The Development Services 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 departments/divisions:
- Water Utilities Department - Administration of the City's Clean Water Program
- Development Service Department, Engineering Division – Storm water plan review, SUSMP and HMP
- Development Service Department, Engineering Division - Capital Improvement Projects

- Public Works Department - Storm Drain Maintenance
- Public Works department - Solid Waste
- Public Works Department - Flood Control
- Public Works Department - Street and Median Maintenance

Personnel from various City departments and divisions 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, pages 2 and 3, 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 2008-09 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 10-2 at the end of this section. Currently there is 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 CWP inspectors
- One full-time Engineering Assistant (focusing on SUSMP and HMP)
- Two full-time Code Enforcement Officers

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 2008-09 totaled $1,020,583. It is anticipated that the Water Utilities Department will expend $1,253,458 during Fiscal year 2009-10.

10.1.3.2 Public Works

The City calculated the curb miles swept for the reporting period and they totaled 28,954 miles. The overall cost of the City's street sweeping program during FY 2008-09 was estimated to cost $944,000 during this reporting period. This includes $460,000 for equipment costs and $484,000 for staff costs. With a total of 28,954 curb miles swept in the City at a cost of $944,000, this averages out to $32.60 per curb mile.

The cost for inspection and maintenance of the MS4 was $360,580 during this reporting period. These costs are expected to increase to $369,597 during fiscal year 2009-10. During fiscal year

2008-09 the Public Works Department spent approximately $1,369,580. It is anticipated that the Public Works Department will expend $1,415,597 during Fiscal year 2009-10.

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 2008-09 totaled $275,006. It is anticipated that Engineering Department will expend $195,000 during Fiscal year 2008-09.

10.1.3.4 Overall Clean Water Program Costs

During Fiscal Year 2008-09 approximately $2,665,169 was expended amongst four departments for the implementation of the Clean Water Program. It is anticipated that the total program costs for Fiscal Year 2009-10 will total $2,864,055.

Table 10-2. JURMP Budgeting for Water Utilities, Public Works and Engineering Departments/Divisions.

Department	Item	Fiscal Year 2007-2008	Fiscal Year 2008-2009	Projected Fiscal Year 2009-2010
Water Utilities	Personnel (including Code Enforcement)	$410,330	557,023	$686,260
	Misc. office supplies, postage, uniforms	$2,000	$424	$4,700
	Print Materials	0	$10,229	34,500
	Monitoring Programs including lab materials, supplies and services	$17,191	$41,733	89,000
	Other Misc – Cleanups and booths	$73,000	$24,027	2,000
	Consultant Fees – Investigation Order, TMDL	$730,440	$202,876	250,800
	Independent Contractors	0	$39,000	0
	Permits	$135,000	$27,178	25,000
	Dues, Travel, Advertising	$9,400	$934	8,950
	Equipment	$2,000	$0	5,000
	Regional Copermittee Cost-share Monitoring, RURMP, WURMP	$71,618	$117,159	$147,248
Water Utilities	**Total**	**$1,450,979**	**$1,020,583**	**$1,253,458**
Public Works	Street Sweeping (Equipment)	$442,000	$460,000	$478,000
	Street Sweeping (staffing and /or contract costs)	$465,000	$484,000	$503,000
	Conveyance System Cleaning (Contracted Work and City Staff	$351,910	$360,580	$369,597
	Personnel for CWP Monitoring	$65,000	$65,000	$65,000
Public Works	**Total**	**$1,323,910**	**$1,369,580**	**$1,415,597**
Engineering	Personnel	$250,000	$260,000	$165,000
	Hydromodification Plan	$22,510	$15,006	$30,000
Engineering	**Total**	**$272,510**	**$275,006**	**$195,000**
	Grand Total	**$3,047,399**	**$2,665,169**	**$2,864,055**

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 specific to 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.

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 affect 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. 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 during 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 LID, site design, and source control and treatment controls BMPs. The City will work with the parties responsible for maintenance of treatment control BMPs to address this issue during FY 2009-10. 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 are 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. During this reporting period the CWP program in conjunction with the Engineering Department provided the necessary oversight for all management components of the SUSMP.

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)	53	24	24/53	45
		# Sites needing RAR	# Sites completing RAR	Actual/Target	%
	Standard Projects (Require RAR)	10	5	5/10	50
	SUSMP Inspections	# Sites targeted for Inspection	# Sites Inspected	Actual/Target	%
	High, Medium and Low Priority Sites (Total = 41)	41	40	40/41	97

The 45% and 50% completion rates for Development Projects reflect the fact that several projects are continuing to move through the approval process for SWMP or RAR. Some projects may take one or two reviews before approval, while other project can take significant more plan reviews before receiving approval.

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. The Development Services Department, which includes Code Enforcement,

Building, and Engineering, have chosen CRW Systems, Inc. as a data tracking system and will begin roll-out in the FY 2009-10 reporting year.

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	17	17	17/17	100
	Low Priority Sites	18	18	18/18	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).

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 2008-09 reporting year, 195 City staff were 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 an eight, a 15, or a 20 questions test. The eight question test was designed specifically for the engineering inspectors. The 15-question test targeted City staff that worked in various departments including fleet maintenance, parks and recreation and street maintenance. The 20-question test targeted staff who work at and maintain industrial facilities. The average City pre-test score was 68% 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.

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

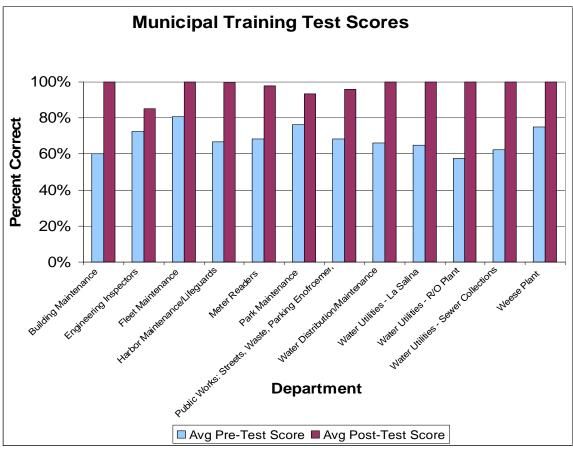| Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Municipal D.3.a	Municipal Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	(High, Medium and Low priority facilities)	181	181	181/181	100
	MS4	# of catch Basins to be cleaned	# of catch Basins actually cleaned	Actual/Target	Percent (%) Completion
	Catch basins cleaned	3,350	3,354	3,354/3,350	100
	Sanitary Sewer	# of feet to be slip-lined	# of feet actually slip-lined	Actual/Target	Percent (%) Completion
	Feet of sewer slip-lined	4,000	4,054	4,054/4,000	101
	Street Sweeping	# of miles of streets to be swept	# of miles of streets actually swept	Actual/Target	Percent (%) Completion
	Curb miles of street swept	28,954	28,954	28,954/28,954	100

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)	21	20	20/21	95%
	Industrial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	Medium and Low priority facilities	As Needed	13	N/A	N/A

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	High priority facilities - Restaurants	320	320	320/320	100
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	High priority facilities – Other than restaurants	165	164	164/165	99
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	Medium and Low priority facilities	As needed	39	N/A	N/A
	Nursery and Greenhouses	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	All High Priority	16	16	16/16	100

During this reporting period one facility assigned a high rating under the industrial facilities, Hobie Cat, was down-graded form high to medium, and was not inspected. The majority of the work for this facility is conducted inside and under cover. Also, this facility is surrounded by the City Operations Center and the Clean Water Program staff views this facility on a daily basis during regular day-to-day operations.

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 11-5).

Table 11-5. 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 tons	274.46 tons	274.46/130	211
	Households Participating in Program	# of households targeted	# of households participating	Actual/Target	Percent (%) Completion
		3,500	3,430	3,430/3,500	98

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, 2009.

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 11-6). 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 and the Project SWELL curriculum incorporated into the 5th grade science curriculum.

Table 11-6. 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	13	10/13	130
	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	10	10/6	166
	CWP Website	# of targeted hits	# of actual hits	Actual/Target	Percent (%) Completion
		45,000	35,647	35,647/45,000	79.2%

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 previous 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 Pacific Street Bridge.

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.

12.1.3   Activities completed during current reporting period

Second Monitoring Event

The second dry season event took place on July 23 and 24, 2008. The project team collected bacteria samples and flow measurements at five of six monitoring locations in the Lower San Luis Rey River. As part of the Visual Observation Program, observations were conducted July 23 and 24, 2008 within the Lower San Luis Rey River and upstream in the drainage basin to identify possible sources of bacteria.   The river mouth was again not sampled, due to construction of the Pacific Street Bridge.

The City of Oceanside and the County of San Diego continued to use SWAMP protocols to allow for use of the monthly monitoring data to supplement the project monitoring event data.

Genetic Molecular Analysis

Based on the fecal indicator bacteria (FIB) results of the first two dry weather monitoring events, four of six project sampling sites (Murray Bridge, Douglas Bridge, Pilgrim Creek, and Sleeping Indian) were selected for additional genetic molecular analysis. Two were river sites and two were tributaries. Genetic molecular analysis was conducted on samples collected at these sites during days 1 and 2 of the June 2008 event. There were no FIB exceedances of standards during the July 2008 event and, therefore, none of those sites were chosen for additional analysis per the QAPP and Monitoring Plan.

Visual Observation Program

The City of Oceanside and the project team continued to develop the visual observation program based on the results from the July event, including modifications to the field forms, prioritization of the observation zones, and coordination of volunteer support with San Diego CoastKeeper.

Suspension of Funds from State Water Resource Control Board, Dept. of Finance

On December 19, 2008, the State Water Resource Control Board issued a Budget Letter that suspended all projects including the Lower San Luis Rey Source Identification Project. All work on the Visual Observation Program and all planned wet and dry weather events were stopped. The work completed after this notice was primarily to assess the status of various elements of the project, including laboratory work and the effect of the stop work notice on genetic analysis. In addition, the potential for American Relief and Recovery Act (ARRA) funds was assessed and answers to the survey were researched and submitted on March 13, 2009. On April 6, 2009, The City of Oceanside received a conditional approval letter that the project was eligible for funding

from the ARRA. Unfortunately on April 7, 2009 the City of Oceanside received a letter saying that new guidance from the EPA regarding "shovel ready" projects indicated our project was no longer eligible for the ARRA funding.

With more time passing, the City of Oceanside requested an assessment from MACTEC of the molecular sample holding times for samples not yet analyzed and a summary from our contractors of what and where data that had been analyzed is located. Unfortunately, samples for two of the three types of genetic analyses had expired and are therefore no longer available for use to the program. Samples were analyzed for *Enterovirus A* by Dr. Jed Furman's laboratory at the University of Southern California. *Enterovirus A* was not detected in any of the samples.

The monthly joint monitoring program conducted by the City of Oceanside and the County of San Diego continued as modified for the Grant project until June of 2009. In June 2009, the City and County agreed to continue the monitoring program, but the City brought the monitoring in-house to the San Luis Rey Wastewater Treatment Plan Laboratory. The same field procedures were followed, but the reporting limits changed to above SWAMP recommendations. This change is not expected to effect results, as bacteria levels are usually at or above these reporting limits.

The City and MACTEC are prepared to restart the project as soon as approval is received from the State Board.

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 Loma Alta Creek Ultraviolet Light Treatment Facility

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 exiting 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.

Fiscal year 2008-09 Update

The Loma Alta Creek Ultraviolet Light Treatment Facility started treatment in June 2009 and continued throughout the summer. The plant typically ran three to four days a week with average flows of 300 gallons per minute. No water was discharged onto the beach when the UV Facility was offline. Flows were lower than expected due to drought conditions and conservation efforts of Oceanside residents.

Water samples were taken weekly from Buccaneer Beach directly in front of the discharge pipe and seventy-five feet north and south of the discharge pipe. The samples were tested for total and fecal coliform and Enterococcus. All samples taken during summer 2009 met California Department of Health Services AB411 Objectives and there were no postings due to bacterial levels exceeding standards set by the County Department of Environmental Health. The UV Facility will run through September 2009 unless heavy rains arrive earlier than expected.

Oceanside Loma Alta Creek UV Outfall pipe releasing treated water

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 2009 AB411 period. The approved Monitoring Plan and Quality Assurance Project Plan developed for this project was 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

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 and/or evaporate.

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

On December 19, 2008, Regional Water Quality Control Board (RWQCB) and City of Oceanside staff met to review the City's 2008 JURMP and 2007/2008 JURMP Annual Report. Based on that meeting, the RWQCB sent a letter with requested revisions and updates to the JURMP and JURMP Annual Report. The revisions made to the City's JURMP are provided in the sections below. Updates to the JURMP 2007/2008 that were applicable and made this reporting year are discussed throughout this Annual Report in the appropriate section.

14.1 Section 6.0 (Municipal)

The following update will replace Section 6.7 in its entirety of the City of Oceanside's 2008 JURMP.

6.7 Special Events

The City of Oceanside hosts a variety of Special Events in the City. These events include major sporting events and community fairs and festivals. A Special Events Permit is required for any organized activity involving the use of, or having impact upon, public property, public facilities, parks, beaches, sidewalks street areas or the temporary use of private property in a manner that varies from its current land use. The permit process includes a BMP implementation plan. The City has a Special Events Committee comprised of various City Department representatives who review permit applications to insure events are held safely and do not adversely impact the community.

6.7.1 Source Characterization

The City issues Special Event permits for both internal city sponsored events and event organizations that coordinate events that may include vendors or various event related elements. Samples of these events include:

- Antiques on Mission
- Dia de los Muertos
- Turkey Trot 5k Run
- Ironman Triathlon
- Race Across America
- Freedom Day Parade

Typically, special events have a high density use of people per square foot raising the potential for pollutant types at special events, such as:

- Setup and teardown of equipment booths
- Booth operation generating trash
- Food and drink preparation and consumption – illicit discharges and organic material
- Hydraulic rides – oil and grease
- Temporary portable restroom – chemicals and bacteria
- Hydration stations – water cups and other trash material

6.7.2 Best Management Practices

All special evens are required to implement designated BMPs and comply with all applicable regulations outlined in the Oceanside Municipal Code. During pre-event application meetings for large events, event organizers are provided with an event permit packet that includes storm water related information including a copy of the Storm Water Compliance Guidelines for Special Events brochure and the Special Events Inspection Form. Copies of the brochure and inspection form are provided in Attachment 14-A. It is explicitly stated that the company coordinating the event is required to leave the site as clean as the pre-event condition and shall not allow any materials or liquid to enter the storm drain system.

6.7.3   Program Implementation
6.7.4.1 Event Inspections
A storm water inspection report form has been developed for use before and after large special events. Storm water compliance inspection reports will be completed prior to the start of the event to ensure that appropriate BMPs are in place. A post-event inspection will ensure that the site is properly cleaned. A special events office representative will conduct pre- and post-inspections. This office may designate another city department representative to conduct the pre- or post-event inspections, when needed.

6.7.4.2 Street Sweeping
Most special events occur in the downtown area which is swept 5 days a week, with sweeping vehicles generally onsite within 12 hours from the end of the event.

For special events that cause an added impact to the community street sweeping is conducted immediately after the end of the event. On an annual basis, the City holds one parade in the downtown area after which street sweeping is immediately conducted.

6.7.4.3 Harbor and Beaches Maintenance
Large events held in the Harbor and Beaches area can have the potential to generate large quantities of trash. In addition to the above information, the Harbor and Beaches Maintenance Division conducts the following activities after large events and holidays held in the Harbor and Beaches area:
- A litter abatement contractor provides staff to walk beach and hand pick up litter.
- City staff uses trucks and/or utility carts to follow and pick up items that are too large for the litter abatement contractor such as logs, furniture, etc.
- City staff further screens the beach using Cherrington beach sweeping machines.
- A pressure-washing contractor or City staff washes the hardscapes with all wash water being recovered and disposed of properly.

14.2 Section 7.0 (Industrial)

The following information highlighted in red shall amend the City of Oceanside's 2008 JURMP. The additional language provides further detail on the City's process to determine and report non-filers. The notification process has not been amended and will continue as written in Section 7.2.4.4 of Oceanside's 2008 JURMP. A list of any identified non-filers will be provided in future annual reports.

7.2.4.3 Facility Inspections

Inspections of industrial businesses will typically be conducted by designated Clean Water Program compliance inspectors and/or Code Enforcement personnel. Inspections will be tracked using the City's Urban Runoff Business Database or another similar database. Inspectors will utilize a Commercial and Industrial businesses Inspection Form, an example of which is provided in Appendix D. City inspectors will use a restaurant-specific form and grease control report for inspections at food service establishments in the City. These forms are included in Appendix D. The following describes the procedures that inspectors will follow to conduct inspections.

Step 1: Initiation
An inspection is initiated as a result of one of the following:

- A report by the public or a municipal staff member
- An illicit discharge investigation
- As a follow up to a previous inspection, violation, or citation
- An inspector identifying that the business is due for a routine inspection

The inspectors will always conduct a complete inspection of the business regardless of the initiating circumstances. However, the inspectors may choose to focus on specific issues that were previously identified for noncompliance or which were the initial reason for an inspection.

Step 2: Pre-Inspection Preparation
Prior to visiting a business, the inspector will access the Urban Runoff Business Database and complete the general information portion of the Commercial and Industrial businesses Inspection Form. An option to print out an inspection form may become available with further development of the Urban Runoff Business Database. The inspector will review the sheet to determine the business's primary activity, general location, proximity to water bodies, applicable BMPs, and other relevant information. The inspector will also note incomplete portions of the business's general description so as to attempt to complete the information during the inspection.

Step 3: The Site Visit
Approach to the Site
Prior to entering onto the business facility, the inspector will document the following:

- Adjacent conveyances or water bodies

- Visible discharge points along perimeter of the site
- Outdoor areas of intensive industrial activity
- Signs of recent additions or remodels.

The Management Office

After introductions, the inspector will obtain information from the business operator or other responsible individual. At this time the inspector will conduct the following:

- Obtain updated information for the Urban Runoff Business Database, including changes in ownership or operations.
- Verify the SIC Code and other descriptions of the business.
- Clarify observations made before entering the facility (i.e., any changes in activities, materials, or physical structures).
- Check for coverage under the General Industrial Permit.
- Review the SWPPP if available.
- Identify which general BMP requirements apply to the businesses.
- Interview the responsible individual about which non-structural BMPs are implemented and how the various BMP requirements are met, since a majority of these BMPs may be incorporated into operations and may not be evident in a walkthrough.
- Review other relevant items such as existing pollution prevention plans or an environmental management system.

Facility Walkthrough with Management and Supervisor

The site map, if available, will be used to orient the inspector while conducting a walkthrough of the facility. Areas in which industrial activities are exposed to precipitation, thereby increasing the risk of pollutants entering storm water will be noted. Attention will also be given to run-on of storm water and runoff in these areas, as well as pollution prevention measures. From the walkthrough, an inspector can assess the following:

- Accuracy of site map, descriptions of the business, materials list, and SWPPP.
- Confirmation of additions or changes observed while approaching the facility.
- Evidence of illegal discharges (i.e., ongoing leaks or recent spills, or connections not authorized under an NPDES permit).
- Effectiveness of BMP implementation in each area of the business.

The Inspection Form

The inspector will fill out the inspection form during the interview of the responsible party and the walkthrough of the business. Once the inspection is completed, while still onsite, the inspector will complete the inspection form and revise information as necessary. A signature on the form will be obtained by the responsible person, or designated responsible person, at the business site.

Identification of Industrial Non-filers

During the site visit, if the inspector suspects the facility to be a covered facility under the General Industrial Permit (GIP) and/or Waste Discharge Requirements, the inspector will notify the business owner and/or operator of the reporting requirements. The inspector will review the

General Industrial Permit requirements and coverage and then provide the owner/operator with a fact sheet that provides resources for further information. A copy of the fact sheet is located in Attachment 14-B. Upon determination of the facility's Permit requirements, Clean Water Program staff will notify the RWQCB in the City's JURMP Annual Report as described in Section 7.2.4.4.

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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, 2008 – June 30, 2009).

15.2 Conclusions

This annual report presents the activities the City conducted from July 1, 2008 through June 30, 2009 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 within the City's jurisdiction on receiving water bodies. Improving water 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 the municipal targets. 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

During this reporting period several departments within the City moved forward with implementation of various data tracking systems. The Water Utilities Department, which includes Water, Sewer, and the Clean Water Program, continued rolling out the GBA Masters Series software. Water and Sewer continued to utilize the product and the Clean Water Program gained approval to purchase additional licenses and hire a consultant to help modify the software to their needs. Complete roll-out for the Clean Water Program is expected in reporting year 2009/2010. The Development Services Department, which includes Code Enforcement, Building, and Engineering, choose CRW Data Tracking Systems and will begin roll-out in the 2009/2010 reporting year. These systems will allow for tracking and reporting of needed information, including stormwater data, across the departments.

15.3.2   Assessment of Education Program

During this reporting period the City of Oceanside conduct a comprehensive education outreach program along the San Luis Rey River Trail titled the Pick Up Your Pet Waste Campaign. During the next reporting period an assessment of this program will be conducted.

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

Underserved target audiences will be targeted with educational information during reporting period 2009-10. The City intends to participate in an education outreach program through the Industrial Commercial Sources Workgroup to educate Mobile Businesses of their minimum BMPs. The regional workgroup requested Mobile Business inventories from each Copermittee, of which Oceanside complied, which will be compiled into one list. It is anticipated that this education piece will be sent to the inventory list during the next reporting period. The inventory of Mobile Commercial Businesses is available in Appendix B.5 of the City's 2008 JURMP as part of the Commercial Inventory.