

CITY OF OCEANSIDE

JURISDICTIONAL URBAN RUNOFF MANAGEMENT PROGRAM

ANNUAL REPORT 2009-2010



Prepared for the
San Diego Regional Water Quality Control Board

September 30, 2010

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CITY OF OCEANSIDE

WATER UTILITIES DEPARTMENT

DATE: September 29, 2010

RE: STATEMENT OF CERTIFICATION
CITY OF OCEANSIDE JURISDICTIONAL URMF

I certify under penalty of law that the Jurisdictional Urban Runoff Management Program Annual Report for 2009-2010 was prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for knowingly submitting false information, including the possibility of fine and imprisonment for knowing violations.

M. A. Lahsaiezadeh

SIGNATURE:

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

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City of Oceanside

Jurisdictional Urban Runoff Management Program

2009-10 Annual Report



Prepared for:
San Diego Regional Water Quality Control
Board

September 30, 2010

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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, 2009 – June 30, 2010).

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

The development planning component focuses on the collective effort to mitigate impacts which may result from new development and redevelopment projects. The process of verifying compliance with the Municipal Permit is accomplished through the consistent application of storm water principles and regulations during all phases of development.

During this reporting period, the City continued to actively participate in the Copermittee Workgroups, Sub-workgroups, and HMP-TAC. The combined Copermittee effort resulted in the release of the Countywide Model SUSMP in February 2010, adoption of the Hydromodification Management Plan by the RWQCB in June 2010, and completion of the Regional Construction BMP Guidelines in June 2010.

During this same period the City released an update SUSMP in March 2010; consistent with the Countywide Model SUSMP and the Municipal Permit. Subsequent to the updated SUSMP, the City released a draft Storm Water Mitigation Plan (SWMP) template. The purpose of the template is to provide the design professional with a standardized presentation format while facilitating plan review. The SWMP template will become finalized upon complete implementation of the HMP.

Other notable activities that took place during this reporting period included the continued implementation of data tracking systems by multiple divisions within the City Water Utilities and Development Services Departments.

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 54 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 end of fiscal year 2008-09 municipally owned inventory and inspected 176 municipal areas to ensure these facilities are in compliance with the City Code. A total of 2,093 tons of waste was removed as a result of street sweeping and a total of 894.52 tons of waste was removed from the storm drain system (MS4) as part of the annual cleaning. Three thousand four hundred and eight one (3,481) feet of City sewer pipes were slip lined and 53 manholes rehabilitated.

Section 5.0 Industrial and Commercial Component

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 a new asset management software tool was implemented. The inventory existing at the beginning of the reporting period, with commercial

and industrial classifications, watershed location, and assigned priority was pulled into the new software. However, throughout the year, duplicate records, inadvertently changed priority levels, and missing, new, or out of business facilities were found. The inventory now includes 2,412 Industrial and Commercial businesses. Seventeen (17) industrial businesses and 597 commercial businesses were inspected during this reporting period, to ensure these facilities are in compliance with City Code.

The Water and Sewer Divisions of the Water Utilities Department have been using GBA Master Series Software, a maintenance management tool to track NPDES facility inspections, incoming hotline storm water complaint calls, and use with the jurisdictional monitoring program. This annual report is the first report utilizing the new technology. The Clean Water Program will be reviewing the effectiveness of the new tracking tool and will continue to implement improvements in the use of the system in the coming years.

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 251 calls on the Urban Runoff Hotline plus 136 referrals from City Staff. Code Enforcement responded to 84 urban runoff cases related to residential areas and activities, during the reporting period. 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 2009-2010 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 2009-10 Illicit Discharge Detection and Elimination Component, including the 2010 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2010.

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 underserved 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 2,565 volunteers participated in these events, removing more than seven tons of trash, and debris, from the local waterways. In addition the City participated in regional education events including staffing a stormwater booth at the San Diego County 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 2009-10 fiscal year is provided as well as the budget for the 2010-11 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.

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. On December 17, 2009, the State Water Resources Control Board gave the City of Oceanside notice that the Lower San Luis Rey Source Identification Project grant had been selected to restart. Tasks implemented during this reporting period are detailed in Section 12.1.3.

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 first started treatment in June 2009 and continued through September 2009. The system was restarted after the 2009-10 wet season in May 2010. 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 this reporting period 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 no revisions were made to the 2008 JURMP.

Section 15.0 Conclusions and Recommendations

This section presents the conclusions from the 2009-2010 reporting year and provides recommendations for future activities and management actions for JURMP program components. 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 and Sewer divisions, and the Clean Water Program, continued rolling out the GBA Masters Series software. The Development Services Department, which includes Code Enforcement, Building, and Engineering, chose TRAKiT, permitting software by CRW Systems, Inc and began roll-out in this reporting year. Since both of these systems were fully launched in this reporting period, the Clean Water Program will be reviewing the effectiveness of the new tracking tool and will continue to implement improvements in the use of the system in the coming years.

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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 2009-2010 annual reporting period (July 1, 2009 – June 30, 2010).

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 Policies 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, 2009 through June 30, 2010 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 2009-10 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

Development is typically associated with land disturbance activities and increases in impervious surfaces. Studies indicate that unmitigated development of urban areas has the potential to negatively impact the surrounding environment. According to the Municipal Permit, an increase of “as little as 10%” is known to result in significant declines in physical habitat and biological integrity. Moreover, development projects that increase imperviousness are recognized as altering the hydrologic characteristics of a site, resulting in sediment pollutant generation, pollutant transport, and negative impacts to natural conveyances and the receiving waters. To counter these impacts, the City has developed and implemented a set of measures and procedures designed to reduce the negative effects associated with development. The application of these measures coupled with a consistent screening and review process, ensures that all applicable development projects are in compliance with the requirements of the Municipal Permit to the Maximum Extent Practicable (MEP).

This section of the JURMP Annual Report documents the Development Planning activities performed by the City of Oceanside during the reporting period beginning July 1, 2009 through June 30, 2010. During this reporting period, the City has continued to implement a comprehensive “Development Planning Component” consistent with Section D.1 of the San Diego RWQCB Order No. R9-2007-0001. Table 2-1 contains a directory of the applicable subsections found in the Municipal Permit §J.3.a.(3)(a) with corresponding sections of the Annual Report.

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 Application of urban runoff approval process	See Section 2.4.3 of this Annual Report
J.3.a.(3)(a).iii Projects subject to 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 Treatment Control BMPs with low removal efficiency	See Section 2.2.3 of this Annual Report
J.3.a.(3)(a).vii Treatment Control BMP 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 Annual verification of O&M of Treatment Control BMPs	See Section 2.4.4.7 of this Annual Report
J.3.a.(3)(a).x Confirmation that BMP verification was conducted for all Priority Development Projects prior to occupancy	See Section 2.4.3 of this Annual Report
J.3.a.(3)(a).xi Projects which received a 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 2.2.1.1 of this Annual Report

2.2 Land Use Planning

2.2.1 Background

The development planning component focuses on the collective effort to mitigate impacts which may result from new development and redevelopment projects. The process of verifying compliance with the Municipal Permit is accomplished through the consistent application of storm water principles and regulations during all phases of development.

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

During this reporting period, the City continued to actively participate in the Copermittee Workgroups, Sub-workgroups, and HMP-TAC. The combined Copermittee effort resulted in the

release of the Countywide Model SUSMP in February 2010, adoption of the Hydromodification Management Plan by the RWQCB in June 2010, and completion of the Regional Construction BMP Guidelines in June 2010.

During this same period the City released an update SUSMP in March 2010; consistent with the Countywide Model SUSMP and the Municipal Permit. Subsequent to the updated SUSMP, the City released a draft Storm Water Mitigation Plan (SWMP) template. The purpose of the template is to provide the design professional with a standardized presentation format while facilitating plan review. The SWMP template will become finalized upon complete implementation of the HMP.

Other notable activities that took place during this reporting period included the continued implementation of data tracking systems by multiple divisions within the City Water and Development Services Departments.

In an effort to improve productivity, the Development Services Department worked with staff from Code Enforcement, Fire Prevention, Information Technologies and Water Utilities to institute an efficient permitting system to make it easier to do business at City Hall. Following evaluation of several systems, staff selected TRAKiT, permitting software by CRW Systems, Inc. In October of 2009, the City went live with TRAKiT; the data management capabilities of TRAKiT assist front-line staff with the inputting and organization of permit data, while the software's enhanced reporting tools provide management staff with pertinent statistics and data to evaluate workflows and allocate resources. The integration of the data management systems of multiple Development Services Implements TRAKiT Software departments makes it easier to find and share this information, both with the public and among staff. In light of these benefits, the City plans to build on this system with electronic plan submittal and an Interactive Voice Response System. These features will facilitate better customer service, more efficient use of staff time, and increased collaboration between the various City disciplines involved in project review, permitting and code enforcement.

In early 2010, Oceanside launched an online version of TRAKiT, called eTRAKiT, which is made available to the public. Public users are able to access records and view the status of projects, permits and cases via the Internet. For more information, visit www.ci.oceanside.ca.gov and click on the "eTRAKiT-Online Permitting" Quick Link.

2.2.2 Source Characterization

Source characterization is an integral component of any urban runoff program. A wide variety of land use types and activities, if left unmitigated, are known to be sources of pollutants that have the potential to negatively affect the surrounding environment and the project receiving waters.

The March 2010 SUSMP identifies ten (10) separate "Priority Project Categories", which are cited as anticipated or potential sources of storm water pollution based upon particular land use types and specific site conditions, such as site topography and proximity to environmentally sensitive areas. During this reporting period the number of PDP categories was reduced from twelve to ten by expanding the definitions for Heavy Industry projects and projects with the potential to affect Water Quality Environmentally Sensitive Areas (WQESAs).

Source characterization augments the implementation of Site Design, Low Impact Development, Treatment Control, and flow control management practices that enable development and redevelopment project to reduce impacts to the receiving waters and demonstrate compliance with the Maximum Extent Practicable (MEP) standard. Priority Project Categories and General Pollutant Categories appear in Table 1-1 of the updated 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 discussed in Section 4.2.3 of the 2008 JURMP.

The SUSMP was updated in March 2010 to address requirements of the Municipal Permit. New requirements include minimum standards for the implementation of Low Impact Development (LID) practices and the integration of flow control criteria designed to mitigate runoff peaks and durations from development sites. The updated SUSMP incorporates a unified LID procedure which combines site planning and design measures coupled with engineered, small-scale Integrated Management Practices (IMPs), such as bioretention facilities. The update approach divides a site into discrete “Drainage Management Areas”, or DMAs. Runoff from an individual DMA is mitigated by a Low Impact Development – Integrated Management Practice which is specifically designed for the DMA.

The Interim SUSMP also includes an LID-IMP/Treatment Control BMP discussion which provides a direct correlation to pollutant types and physical characteristics that enable pollutant transport. This information assists the design professional in developing an effective IMP/BMP “treatment train” and facilitates the pursuit of the MEP standard. Proposed Treatment Control BMPs and IMPs are required to meet the medium removal efficiency standard for the identified Primary Pollutants of Concern for each development project. The implementation of Treatment Control BMPs with low removal efficiency is not permissible.

The expanded application of LID practices coupled with quantified IMPs 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 changes in the hydrologic regime. In short, the updated method clearly accounts every drop of water that leaves a site.

The updated SUSMP is available at the City of Oceanside – Development Services counter or may be downloaded from the City Clean Water Program website at:

<http://www.oceansidecleanwaterprogram.org/pdf/OceansideSUSMP.pdf>

or the City Engineering Division – Subdivision Section website at:

<http://www.ci.oceanside.ca.us/pdf/OceansideSUSMP.pdf>

By following the design procedure outlined in the updated SUSMP, applicants and design professionals can develop a single integrated design which complies with the complex and overlapping NPDES permit, LID, storm water treatment, and peak runoff and duration control requirements.

2.2.4 Program Implementation

Program implementation is enabled by the General Plan, which was adopted by the City Council and recognized as a legally binding document. All applicable projects, including municipal projects are required to be consistent with the plan. In addition to the General Plan, the City addresses storm water pollution issues through the application 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 current NPDES, Municipal Permit, and SUSMP as the governing storm water regulations. All new development and redevelopment projects are subject to updated SUSMP and the lawful prior approval provisions of the Municipal Permit.

All project applications are subject to a formal SUSMP Determination. Formal determinations are based upon a review of the Planning Division project application submittal. The minimum amount of information necessary to perform a SUSMP Determination includes a completed Storm Water Quality Assessment form, site plan, and project description and justification. The objective of the SUSMP Determination is to provide a consistent and thorough method for the initial review of development and redevelopment projects, with the overall purpose of categorizing projects and determining applicable SUSMP requirements. Development and redevelopment projects are categorized as; projects not subject to SUSMP Treatment requirements (Exempt Projects), Standard Development Projects (SDPs), or Priority Development Projects (PDPs). The SUSMP Determination also demonstrates to the RWQCB that each project receives a consistent review and enables the City to document project categorization and satisfy Municipal Permit requirements for reporting findings in the JURMP Annual Report.

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 Municipal Permit. The City guides 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 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 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 be updated 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, Hydrology, Geotechnical, Storm Water, Traffic, and Landscape), which perform a coordinated review of all project applications. The Fire Department also performs multiple reviews and notifies the appropriate division in the event of a discrepancy or nonconformance with development regulations. In addition, the Building Division coordinates with Storm Water Development Review to ensure that new development, remodeling projects, additions, or demolitions are reviewed for compliance with storm water regulations. 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 a typical review process. Particulars surrounding the project approval and process verification are discussed in the following sections.

2.4.2 Source Characterization

Source characterization is an integral component of any urban runoff program. A wide variety of land use types and activities, if left unmitigated, are known to be sources of pollutants that have the potential to negatively affect the surrounding environment and the project receiving waters.

The March 2010 SUSMP identifies ten (10) separate “Priority Project Categories” (PDPs), which are cited as anticipated or potential sources of storm water pollution based upon particular land use types and specific site conditions, such as site topography and proximity to environmentally sensitive areas. During this reporting period the number of PDP categories was reduced from twelve to ten by expanding the definitions for Heavy Industry projects and projects with the potential to affect Water Quality Environmentally Sensitive Areas (WQESAs).

Source characterization augments the implementation of Site Design, Low Impact Development, Treatment Control, and flow control management practices that enable development and redevelopment project to reduce impacts to the receiving waters and demonstrate compliance with the Maximum Extent Practicable (MEP) standard. Priority Development Project and General Pollutant Categories appear in Table 1-1 of the updated 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 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 enclosure areas, the implementation of Integrated Pest Management Principles (IPM) and the inclusion of efficient irrigation system, and drought tolerant/native species landscape design consistent with the City Water Efficient Landscaping Ordinance 10-OR0412-1.
- The inclusion of Low Impact Development (LID) practices that conserve natural topographic features, provide development setbacks from natural water bodies and conveyances, minimize site imperviousness, maximize infiltration, and retain and slow runoff;
- Buffer zones from 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 and approval 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 administrative and discretionary permits. The City will not support the entitlement of a project or issue development permits until the appropriate 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

The SUSMP updates and expands storm water requirements for new development and redevelopment projects. Storm water treatment requirements have been made more widely

applicable and more stringent. New requirements include minimum standards for the implementation of Low Impact Development (LID) practices and the integration of flow control criteria designed to mitigate runoff peaks and durations from development sites. The updated SUSMP incorporates a unified LID procedure which combines site planning and design measures coupled with engineered, small-scale Integrated Management Practices (IMPs).

The updated SUSMP includes specific design information for dispersal of runoff to landscaped areas and for the integration of pervious pavements, bioretention facilities, flow-through planters, dry wells, infiltration basins, and cisterns into the project design. Where feasible and where permissible, the water in cisterns may be directed to non-potable uses to augment irrigation practices. Bioretention facilities and planter boxes may be designed with an impermeable barrier so that runoff does not saturate native soils. Instead, runoff is filtered through an engineered soil mix and captured in a subdrain and conveyed to a storm drain system. This configuration may be needed where native soils have low infiltration rates, where groundwater is high, contaminated, or where increasing soil moisture may present a hazard to foundations or slope stability. In limited and special circumstances, such as retrofit of existing drainage systems, some pedestrian-oriented developments, and roadway widening projects; where it can also be demonstrated it is not be feasible to construct any of these facilities, higher-rate surface biofilters or higher-rate vault based filtration units may be used to address treatment requirements.

Applicants are also required to incorporate design features to control pollutants from specified on-site sources, such as refuse areas, outdoor storage areas, and vehicle washing and repair facilities. The SUSMP contains a number of Source Control BMPs designed to address the types of sources to be controlled and a corresponding list of required source control measures.

In additions to disconnecting impervious surfaces and mitigation pollutant sources, applications for approval of Priority Development Projects (PDPs) are required to demonstrate compliance with the hydromodification management criteria of the NPDES permit. The SUSMP includes guidance for demonstrating compliance. Submittals for projects smaller than 50 acres may demonstrate compliance by using the integrated LID design procedure. For larger projects, the applicant may use a continuous simulation hydrologic computer model to simulate pre-project and post-project runoff, which includes analyzing the effect of LID facilities, detention basins, or other storm water management facilities, or may identify an exemption applicable to the site.

By following the design procedure, applicants can develop a single integrated design which complies with the complex and overlapping NPDES permit, LID, storm water treatment, and peak runoff and duration control requirements.

2.4.4.2 SUSMP Document Review

During this reporting period the City continued to implement requirements and practices cited in the Municipal Permit, Interim SUSMP, and updated SUSMP. The Clean Water Program continued to use a full-time staff member to perform storm water development review. Storm water development review includes indentifying applicability of SUSMP requirements and confirming that SUSMP documents are in conformance with the Municipal Permit and SUSMP. Review also involves confirming that related final engineering/construction plans are consistent with the approved SUSMP documents.

Each new development and redevelopment project is required to complete a Storm Water Quality Assessment form. The form and associated development plans; provide staff with information to perform a SUSMP determination. A SUSMP determination typically places the bulk of projects into a Priority Development Project or Standard Development Project category.

The majority of new development and redevelopment projects are subject to the provisions of the SUSMP. Projects are identified as Priority Development or Standard Development projects based upon land use categories and applicability of permanent storm water BMPs. A very limited number of projects are not required to submit a SUSMP document and are noted as SUSMP exemptions. Projects which are granted a SUSMP exemption typically involve incidental construction with negligible or no ground disturbance activities. Examples include the addition of an antenna to an existing cellular tower or interior tenant improvements to an existing building.

A SUSMP exemption differs from a SUSMP waiver of infeasibility. The City has never granted a waiver of infeasibility to a Priority Development 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.

Projects which have been formally identified as Priority Developments or Standard Developments are required to submit a project specific Storm Water Mitigation Plan (SWMP). Entitlement project storm water plans and supporting documents are submitted to the Planning Division for distribution to Engineering and Storm Water Development Review staff. The storm water review of Priority and Standard Development Projects is an iterative process that entails examination of the SWMP for consistency with SUSMP and Municipal Permit requirements. SWMP reviews also comprise an evaluation the supporting documents that include (at a minimum); the Site Development Plan, Project Description and Justification, Hydrology Study, Geotechnical Report, Biological Study, Slope Analysis, and etc. Projects which are consistent with the Municipal Permit and SUSMP are deemed complete and forwarded to the City Development Engineer and City Engineer, respectively, for final review and approval. A digital image and hard copy of the original, wet-signed plan are retained for City records.

2.4.4.3 Priority Projects

Priority Projects are required to obtain an approved SWMP as part of the project entitlement process. The items required in a SWMP are described in Section 1.6 of the 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. The project must incorporate Integrated Management Practices/Structural Treatment Control BMPs into the site development. The selected IMPs/Treatment Control BMPs must have a medium to high removal efficiency for the identified Primary Pollutants of Concern. The Treatment Control BMPs with low pollutant removal efficiencies are not permissible in the City of Oceanside.

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

2.4.4.4 Priority Project Example

The Harbor Aquatics Center is an example of a capital improvement project (CIP) applying for a regular coastal permit (RC-2-09). The site is located on the peninsula forming the western bank of Oceanside Harbor. The project developed a specific SWMP which is consistent with the Interim SUSMP and was approved on December 29, 2009.

The 1.4 acre site is located immediately south of the boat launch ramp; on the eastside of North Pacific Street, north of South Harbor Drive. The proposed development resides in the Lower Ysidora Hydrologic Sub-Area (902.11) of the Santa Margarita Hydrologic Unit (902.00), with historic drainage patterns tending from west to east and discharging directly into the Oceanside Harbor. Past site usage included storage of beach recreation and maintenance equipment. The lot was vacant at the time the SWMP was prepared.

The proposed development is categorized as a commercial development of greater than 1 acre, with a parking lot having greater than 15 spaces and potentially exposed to urban runoff, and being a site directly adjacent and discharging to a Water Quality Environmentally Sensitive Area (WQESA).

The project is comprised of a community center building and adjacent storage facility/building. The buildings are aligned parallel to each other, forming a parking court and drive aisle. Each building is fronted by a supporting row of parking spaces constructed of pervious pavers. A drive aisle, constructed of “Gravelpave²®” porous pavement, serves as a common access to the site. The pervious paver and porous pavement parking areas are equipped with perforated subdrains that collect treated runoff from parking lot and adjacent roof and flatwork areas. Adjacent landscape areas are planted with native and drought tolerant species, and are designed to self treat by elevating the grated area drains, thereby increasing volume retention and time. Approximately 80% of the site is treated within the parking and landscape areas. The treated runoff from these areas is collected in a series of perforated and tight-line drains, and is then conveyed to a final, proprietary, cartridge type “Stormfilter®” manufactured by Contech®. The “Stormfilter®” is a final, “polishing” BMP before the discharge is released to the harbor.

The remaining 20% of the site is comprised of a wash area. The wash area is designed for “hosing-down” kayak, boogie board, and surfboard rentals. Equipment used to clean the beach of debris, trash, kelp, and etc will also be washed in this area to remove sand and salt; to increase

service life. No detergents will be used during washing operations. In addition, the area is exposed and subject to runoff due to precipitation. Therefore, a system had to be designed to address non-storm water flows due to wash activities, while being capable of separating and treating storm water runoff. To facilitate treatment, the flows generated in this area drain to a sump. Storm water runoff is collected in the sump and conveyed to a vegetated swale through a low-flow discharge pipe. The swale conveys and treats runoff prior to discharge to the harbor.

The source of non-storm water flows to this area is wash water. Non-stormwater flows are generated when a hose is activated. The sump is equipped with a diversion valve (Fox® Drain Diversion System) which is automatically actuated when maintenance personnel turn on the hose. The diversion valve redirects wash flow to an sand-oil separator (Jensen Precast®) before discharging the partially treated effluent to the City sanitary sewer system.

Although this project was submitted, reviewed, and approved prior to the release of the updated SUSMP and before the Oceanside Harbor was listed as an impaired waterbody; it [the project] incorporated the application of LID principles with discrete Drainage Management Areas (DMAs) and Integrated Management Practices (IMPs), to deliver a site that is composed of approximately 66% impervious surfaces and consistent with updated SUSMP.

2.4.4.5 Standard Development Projects

Development and redevelopment projects that are not identified as Priority Development Projects or are not determined to be exempt from SUSMP Treatment requirements, and receive a formal SUSMP Determination identifying the project as a “Standard Development Project” (SDP) are required to implement Source Control BMPs consistent with Section 2.7 of the SUSMP. Projects are also required to include LID features designed to conserve natural topographic features, provide development setbacks from natural water bodies and conveyances, minimize site imperviousness, maximize infiltration, and retain and slow runoff.

Standard Development Projects are required to implement a Standard Development Project SWMP. Clean Water Program staff may also require additional controls for Standard Development Projects, appropriate to the project, which may include treatment BMPs and LID IMPs such as infiltration or bioretention. If treatment facilities are included, provisions are to be made to ensure their long-term maintenance.

2.4.4.6 Adequacy of Proposed Plans

Staff will review submitted SUSMP documents and other relevant plans for compliance with the Municipal Permit and SUSMP requirements. The City Engineer may elect to approve proposed alternatives to the BMP requirements contained in the SUSMP if they are determined to be applicable and equally effective. Additional analysis or information may be required to enable staff to determine the adequacy of proposed BMPs and may be requested following the conclusion of a staff review cycle. A project SWMP will be deemed complete when the project complies with the requirements of the City SUSMP and Municipal Permit.

2.4.4.7 Inspection

The City has compiled a Treatment Control BMP inventory with information for all approved and/or constructed Priority Development Projects. The inventory is included in this report as

Attachment 2-A. All installed Treatment Control BMPs are regularly inspected by City Code Enforcement Inspectors to ensure intended function and proper maintenance. 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 Code Enforcement inspection staff performed a total of 37 treatment control bmp inspections during this reporting period.

It is the responsibility of the City Engineering Inspection staff to ensure that all BMPs proposed for a project have been built or installed according to the construction plans; before approving subsequent stages of construction. The City Engineer requires that all Priority Development Projects attached a duplicate of the approved SWMP BMP Exhibit to the construction plan set. The inspectors utilize the project plans to identify any missing or incorrectly constructed/installed Treatment Control BMPs. Engineering Inspection staff has the authority to stop a project from proceeding if BMPs are not constructed consistent with the approved SWMP. The SWMP is the governing document. Moreover, inspectors have the authority to withhold the Certificate of Occupancy (CO) and to deny approval for sites with observed problems. Inspectors also have the authority to withhold the release of bonds until plan requirements are adequately addressed. City Staff routinely inspects all development projects subject to SUSMP requirements 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. This established method of ongoing inspection during site development and the ability to stop-work, withhold release of bonds, and/or occupancy, ensures developer compliance with the approved SWMP.

Inspections 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 requires 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 Code Enforcement section is responsible for ensuring the proper long term maintenance and operation of post construction BMPs. The City requires all Priority Projects to include Operation and Maintenance checklists and a self-inspection log for the site's Treatment Control BMPs as found in the approved project SWMP. The City requires these forms to be completed by the site's responsible party and be submitted to the City Code Enforcement staff on an annual basis. See Attachment 2-A for sites that were inspected and/or have BMP maintenance verification on file for this reporting period

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 2010 JURMP.

Enforcement of post-construction BMP maintenance after occupancy is the responsibility of City Code Enforcement officers. Code Enforcement uses a variety of methods to ensure long term maintenance objectives are met. Enforcement actions include verbal and written warnings and monetary penalties. Enforcement measures will escalate with continued violations as necessary. All enforcement actions are documented 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 2009-2010 SUSMP Document Submittal and Review Summary

A number of SUSMP document reviews were performed during the 2009-2010 reporting period. There were 45 Priority Development Project SWMP submittals which prompted 105 reviews with a total 17 of projects receiving approval. During the same period there were 13 Priority Projects that submitted Amendments to a previously approved SWMP that prompted 22 reviews and yielded 7 approvals. In addition, there were 4 Standard Development Projects that submitted an SWMP which prompted 8 reviews. During the 2009-2010 reporting period a total of 5 Standard Development SWMPs were approved.

During the reporting period there were 13 Priority Development Projects that submitted O&M plans as part of the final engineering process. There were a total of 30 reviews performed with a total of 6 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 8 project SWFMAs were submitted, prompting 18 reviews, resulting in 2 approved agreements.

All projects are subject to a SUSMP Determination. The determination process places the majority of developments into Priority Development Project or Standard Development Project categories. During this reporting period, a number of projects were found to be exempt from SUSMP requirements. Projects which are granted a SUSMP exemption typically involve minor construction with minimal, or no 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 74 reviews linked to the evaluation of 53 Urban Runoff Threat or Storm Water Quality Assessments; submitted as part of the SUSMP Determination process. At total of 52 projects were not categorized as a Priority or Standard Development Project and therefore were not required to submit an SWMP.

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 Development 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. 2009-2010 SUSMP Document Submittal and Review Summary.

File Number	Project Name	Type of Development	Number of Reviews in FY 09-10	Approved in FY 09-10 (Y/N)
Priority Development Project SWMPs				
P-210-09	312 S. The Strand	Residential	2	Y
RC10-00002	817 S. The Strand	Residential	1	N
RC-4-09	1441 S. Pacific Street	Residential	1	N
P-27-06	1510 Wilshire Road	Residential	1	N
ACUP09-00007	1533 Loretta Street	Residential	1	N
RC10-00004	1705 S. Pacific Street	Residential	1	N
RC-2-08	1721 S. Pacific Street	Residential	3	Y
D-2-09	4181 Oceanside Boulevard	Commercial	2	Y
ADP-5-04TE	Airport Auto Center	Commercial	7	Y
ADP-1-09	Amerillum	Commercial	3	Y
D-3-07	Cassidy Plaza	Commercial	2	Y
P-11-08	Canyon Bluff	Residential	5	Y
P-12-08	Canyon Strand	Residential	7	Y
T-1-09	Cavalier Mobile Estates	Residential	2	N
ACP-4-08	Cavalier Storage	Commercial	1	N
ACUP09-00021	Clearwire at Benet Hill	Commercial	1	N
ACUP-6-09	Clearwire at Mira Costa College	Commercial	1	N
ACUP10-00003	Clearwire at 4705 N River Road	Commercial	1	N
RC09-00008	Cricket at 1200 Harbor Drive	Commercial	1	N
T-3-97REV09	Del Oro Marketplace	Commercial	3	Y
T-2-2004TE09	Dixie Village	Residential	1	N
D09-00004	El Corazon Green Waste Facility	Commercial	1	N
RC10-00006	Gary Stone at 1941 S. Pacific St	Residential	1	N
T-3-06	Guajome Estates (T-3-06)	Residential	4	N
C-33-06	Guajome Lake	Commercial	3	Y
D-3-09	Hampton Inn & Suites	Commercial	1	N
RC-2-09	Harbor Aquatics Center CIP	Commercial	3	Y
T-11-04	Lusardi Capistrano Subdivision	Residential	3	Y
D-11-06	Lutheran Community Church	Commercial	3	N
D-2-08	Mission Ave Car Wash & Mini Mart	Commercial	5	Y
D-2-07	Mission SLR Cemetery Expansion	Commercial	4	Y
D-22-06	Mission Square	Commercial	1	N
T-12-99	Morro Hills Village K	Residential	3	N
T-12-99(8)	Morro Hills Village L	Residential	3	N
R10-00004	Morro Hills Reservoir Improvements	Commercial	1	N
CUP10-00003	Oceanside Mixed Martial Arts	Commercial	1	N
D-1-09	Pacific Coast Business Park-Phase II	Commercial	2	Y
CIP213.755256	Rockledge Alley Improvements	Residential	1	N
T-2-08	Sutton Place	Residential	2	N
CUP10-00002	T-Mobile at 851 Wilshire Road	Commercial	1	N
E-18-09	Veridiam Parking Lot	Commercial	1	N
C-23-08	Verizon at 1-5 & 78	Commercial	1	N
D-5-07	Villas at Mission SLR	Residential	6	Y
ADP-4-08	Vine Street Commercial	Commercial	2	N
C-34-07	Walker Chapel Revision	Commercial	5	Y
Total PDP-SWMP Project Submittals: 45 Total PDP-SWMP Reviews: 105 Total PDP-SWMPs Approved: 17				

SWMP Amendments				
D-2-09	4181 Oceanside Boulevard	Commercial	4	N
ADP-1-09	Amerillum	Commercial	1	N
D-17-05	Arrowood Phase I	Residential	1	N
T-12-99(10)	Arrowood Models	Residential	1	N
D-15-04	Coca Cola Center	Commercial	2	Y
D-25-05	Mission & Douglas Center	Commercial	3	N
D-1-08	Mission Animal Hospital	Commercial	1	N
D-11-03	Mohsen Oil	Commercial	1	Y
D-29-03	New Venture Christian Fellowship	Commercial	1	Y
T-13-02	Ocean Heights Estates	Residential	1	Y
ADP16-02	Social Security Building	Commercial	3	Y
RC-206-04	Upscale Holiday Inn & Suites	Commercial	1	Y
ADP-4-08	Vine Street Commercial	Commercial	2	Y
Total Amendments: 13 Total Amendment Reviews: 22 Total Amendments Approved: 7				
Standard Development Project SWMPs				
P-2-05	Fraser Parcel Map	Residential	2	Y
P-5-08	Cassidy Cove	Residential	3	Y
P-7-08	Hahn Parcel Map	Residential	1	Y
D10-00002	Pepper Tree Lane	Residential	2	N
Total SDP-SWMP Project Submittals: 4 Total SDP-SWMP Reviews: 8 Total SDP-SWMPs Approved: 3				
O&M Plans				
P-8-08	3186 Vista Way Parcel 2	Commercial	2	Y
D-2-09	4181 Oceanside Boulevard	Commercial	2	N
D-3-07	Cassidy Plaza	Commercial	1	N
D-15-04	Coca Cola Center	Commercial	2	N
T-3-97REV09	Del Oro Marketplace	Commercial	4	Y
RC-13-01	Jones Residence	Residential	4	N
P-16-06	Lil Jackson	Commercial	4	N
D-2-07	Mission SLR Cemetery Expansion	Commercial	3	Y
D-2-93	New Venture Christian Fellowship (Rev)	Commercial	1	Y
T-13-02	Ocean Heights Estates (Rev)	Residential	1	Y
P-203-08	Pacific View Villas	Residential	2	Y
G10-00004	San Luis Rey Transit Center	Commercial	1	N
ADP-4-08	Vine Street Commercial	Commercial	3	N
Total O&M Plans Submitted: 13 Total O&M Plan Reviews: 30 Total O&M Plans Approved: 6				
SWFMAs				
P-8-08	3186 Vista Way Parcel 2	Commercial	3	Y
D-2-09	4181 Oceanside Boulevard	Commercial	2	N
T-3-97REV09	Del Oro Marketplace	Commercial	3	N
RC-13-01	Jones Residence	Residential	3	N
P-16-06	Lil Jackson	Commercial	3	N
D-2-07	Mission SLR Cemetery Expansion	Commercial	2	Y
P-203-08	Pacific View Villas	Residential	1	N
ADP-4-08	Vine Street Commercial	Commercial	2	N
Total SWFMAs Submitted: 8 Total SWFMA Reviews: 18 Total SWFMAs Approved: 2				

SUSMP Exemptions				
ADP-3-08	202 S. El Camino Real	Residential	2	N
RC09-00007	75 St. Malo Beach	Residential	1	Y
E-21-09	801-803 N. Pacific Street	Residential	2	Y
ACP09-00006	1313 Breeze Remodel	Residential	2	Y
RC-6-09	1443 S. Pacific Street Remodel	Residential	1	Y
ERO10-00007	1531-33 S. Coast Highway	Commercial	2	Y
C-7-09	1617 Mission Ave Veterans Center	Commercial	2	Y
CUP10-00010	American Tower at 4039 Avenida Plata	Commercial	1	Y
E-17-09	Arroyo-Comanche Remedial Grading	Residential	1	Y
ACUP10-00010	ATT @ Douglas Square	Commercial	1	Y
CUP10-00012	ATT @ 3471 Cannon Rd	Commercial	1	Y
ADP-4-06	Betyar Residence	Residential	3	Y
CUP10-00006	Buggy Bath Mini Mart	Commercial	2	Y
C-4-09	California Career School	Commercial	3	Y
MGP10-00002	Caufield Renovation – 2023 S. Pacific St	Residential	2	Y
ACUP-5-09	Clear Wire at 4700 Mesa Drive	Commercial	1	Y
RC10-00001	Clear Wire at Marina Towers	Commercial	1	Y
ACUP09-00019	Clear Wire at 420 N El Camino Real	Commercial	1	Y
ACUP09-00018	Clear Wire at 502 Oceanside Blvd	Commercial	1	Y
ACUP09-00011	Clear Wire at 551 S El Camino Real	Commercial	1	Y
ACUP09-00017	Clear Wire at 650 N River Road	Commercial	1	Y
ACUP09-00020	Clear Wire at 835 College Blvd	Commercial	2	Y
C-205-2009	Clear Wire at 1155 Sportfisher Way	Commercial	1	Y
ACUP09-00010	Clear Wire at 1501 Kelly	Commercial	1	Y
ACUP10-00006	Clear Wire at 1606 Missouri	Commercial	1	Y
ACUP10-00004	Clear Wire at 1919 Mission	Commercial	2	Y
ACUP09-00023	Clear Wire at 2103 El Camino Real	Commercial	2	Y
ACUP09-00009	Clear Wire at 2215 Mesa	Commercial	1	Y
ACUP09-00013	Clear Wire at 2424 Vista Way	Commercial	1	Y
ACUP09-00022	Clear Wire at 2605 Temple Heights	Commercial	2	Y
CUP10-00007	Clear Wire at 2855 Cedar Road	Commercial	1	Y
ACUP09-00024	Clear Wire at 3000 Guajome Lake Road	Commercial	2	Y
ACUP10-00008	Clear Wire at 3036 Oceanside Blvd	Commercial	1	Y
ACUP10-00007	Clear Wire at 3471 Cannon Road	Commercial	1	Y
ACUP09-00008	Clear Wire at 3570 Sky Haven Lane	Commercial	1	Y
ACUP09-00014	Clear Wire at 3784 Mission	Commercial	1	Y
ACUP09-00016	Clear Wire at 4002 Vista Way	Commercial	1	Y
ACUP09-00012	Clear Wire at 4039 Avenida Plata	Commercial	1	Y
ACUP10-00005	Clear Wire at 4250 Mesa Drive	Commercial	1	Y
ACUP09-00015	Clear Wire at 428 Sleeping Indian Road	Commercial	2	Y
ACUP-4-09	Clear Wire at 4183 Avenida Plata	Commercial	1	Y
CUP10-00009	Fitness 19	Commercial	1	Y
ACUP10-00002	Josh's Boars Nest	Commercial	1	Y
D-3-93REV07	King of Kings Lutheran Church	Commercial	2	Y
P10-00002	Lloyds Wells Trust (Ashworth)	Commercial	1	Y
ACP-3-09	McKissick Residence	Residential	2	Y
09-438	Mission Plaza Gas Healy Tank	Commercial	1	Y
RCUP10-00002	Pawn Shop at 205 N Coast Hwy	Commercial	1	Y
CIP00032	Signal Modification Civic Ctr & Pier View	Commercial	1	Y
RC10-00005	Stroud Residence at 1507 S Pacific St	Residential	1	Y

CUP09-00016	Surfside Animal Hospital	Commercial	2	Y
D-15-92REV05	West Coast Tire	Commercial	2	Y
09-434	Wilson Remodel – 1501 Kelly Street	Residential	1	Y
Total Project Submittals: 53 Total Project Reviews: 74 Total Identified Exemptions: 52				

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 2009-2010 Reporting Period.

Department/Division	Training Date	Number in Attendance
Building Inspectors	June 30, 2010	3
Engineering Inspectors	January 14, 2010	6
Planning Division	April 27, 2010	7

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.

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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 Clean Water Program website at www.oceansidecleanwaterprogram.org.

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.

3.1.1 Notable Activities

During this reporting period several departments within the City moved forward with implementation of various data tracking systems. The Development Services Department, which includes Building, and Engineering, and the Code Enforcement division, selected TRAKiT, permitting software by CRW Systems, Inc and began roll-out in this reporting year. See section 3.2.1 for more information about the TRAKiT software. Since both of these systems were fully launched in this reporting period, the Clean Water Program will be reviewing the effectiveness of the new tracking tools and will continue to implement improvements in the use of the system in the coming years.

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 that may have a significant impact to local water bodies. The projects on this list are scheduled to be inspected by both engineering and building division inspectors. Small projects such as Tenant Improvements that do not require grading are not listed on the inventory. 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. A spreadsheet of active construction projects in the City's jurisdiction as of June 30, 2010 can be found in Attachment 3-A.

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.

In an effort to improve productivity, the Development Services Department worked with staff from Code Enforcement, Fire Prevention, Information Technologies and Water Utilities to institute an efficient permitting system to make it easier to do business at City Hall. Following evaluation of several systems, staff selected TRAKiT, permitting software by CRW Systems, Inc. In October of 2009, the City went live with TRAKiT; the data management capabilities of TRAKiT assist front-line staff with the inputting and organization of permit data, while the software's enhanced reporting tools provide management staff with pertinent statistics and data to evaluate workflows and allocate resources. The integration of the data management systems of multiple Development Services Implements TRAKiT Software departments makes it easier to

find and share this information, both with the public and among staff. In light of these benefits, the City plans to build on this system with electronic plan submittal, electronically filed field inspection/enforcement reports, and an Interactive Voice Response System. These features will facilitate better customer service, more efficient use of staff time, and increased collaboration between the various City disciplines involved in project review, permitting and code enforcement.

In early 2010, Oceanside launched an online version of TRAKiT, called eTRAKiT, which is made available to the public. Public users are able to access records and view the status of projects, permits and cases via the Internet. For more information, visit www.ci.oceanside.ca.gov and click on the “eTRAKiT-Online Permitting” Quick Link.

Since TRAKiT was fully launched in this reporting period, the Clean Water Program will be reviewing the effectiveness of the new tracking tools and will continue to implement improvements in the use of the system in the coming years.

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, the City continued to actively participate in the Copermittee Workgroups, Sub-workgroups, and HMP-TAC. The combined Copermittee effort resulted in the release of the Countywide Model SUSMP in February 2010, adoption of the Hydromodification Management Plan by the RWQCB in June 2010, and completion of the Regional Construction BMP Guidelines in June 2010. The City also released an updated SUSMP in March 2010; consistent with the Countywide Model SUSMP and the Municipal Permit. Subsequent to the updated SUSMP, the City released a draft Storm Water Mitigation Plan (SWMP) template. The purpose of the template is to provide the design professional with a standardized presentation format while facilitating plan review. The SWMP template will become finalized upon complete implementation of the HMP.

The updated SUSMP and expands storm water requirements for new development and redevelopment projects. Storm water treatment requirements have been made more widely applicable and more stringent. New requirements include minimum standards for the implementation of Low Impact Development (LID) practices and the integration of flow control criteria designed to mitigate runoff peaks and durations from development sites. The updated SUSMP incorporates a unified approach to the application of LID practices which combines site planning and design measures coupled with engineered, small-scale Integrated Management Practices (IMPs).

In addition to the updated SUSMP, the City continued to require all development and redevelopment projects that cause land disturbance, including projects subject to the Statewide Construction General Permit (CGP), to complete and implement a City Erosion Control Plan. Erosion control plans are reviewed by Engineering Division staff and approved by the City Engineer. The Erosion Control Plan may appear to be a redundant document, as it typically overlaps the GCP SWPPP. However, the erosion control plan differs from the SWPPP because it requires a bond prior to approval. The erosion control bond creates a maintenance funding mechanism that assures funds will be available to repair or construct BMPs in the event of default by the Responsible Party. Plans are required to be updated on annual basis, prior to the rainy season, to assure that plans are consistent with site conditions and to update the erosion control bond.

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 2008 JURMP (pp. 5-4 and 5-5) outlines the minimum construction BMPs required by the City. The table also provides references to the corresponding BMP fact sheets obtained from the Caltrans Storm Water Quality BMP Handbook and California Stormwater Quality Association (CASQA) Construction BMP Handbook.

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. This brochure was provided as Attachment 3-B in the 2008-09 JURMP Annual Report. This brochure is also available at both the Engineering and Building Department counters of the City. Approximately 600 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 is 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.

Training Date	Department/Division	Number in Attendance
1/14/10	Engineering Inspectors	6
4/27/10	Planning Division	7
6/30/10	Building Inspectors	3

In addition to the in-house trainings listed above, city staff involved in land development attended other trainings provided by outside agencies. See Table 3-4 below for a list of these trainings and staff who attended.

Table 3-4. Municipal staff attendance at land development-related trainings.

Training Date	Topic	City Staff in Attendance	Presenter(s)
8/05/09	Web Conference California CGP Part I	Foley Lardner/Rick Engineering	State Construction General Permit
10/01/09	Web Conference California CGP Part II	Foley Lardner/Rick Engineering	State Construction General Permit
11/18/09	Web Conference California CGP Part III	Foley Lardner/Rick Engineering	State Construction General Permit
12/09/09	CASQA BMP Database	Geosyntec	Updates to CASQA BMPs
03/03/10	Model SUSMP Training	CWP Coordinator (1) Storm Water Plan Checker (1) Environmental Specialist (1)	County of San Diego
3/23/10	Environmental Enforcement Training	Cal/EPA	Conducting effective interviews, evidence to prove a violation, enviro crimes, enforcement options, case development & referrals
4/08/10	State Construction General Permit	SWRCB, RWQCB, Carlsbad Library	Risk levels, implementation schedule, SMARTS
5/4/10	State Construction General permit Overview (Webinar)	CWP Coordinator (1)	Foley and Lardner LLP (Private Firm)
6/23/10	State Construction General permit Overview (Webinar)	CWP Coordinator (1)	Foley and Lardner LLP (Private Firm)

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 3-5 presents the different TTWQ categories and their corresponding minimum inspection frequencies for the wet (October 1 through April 30) and dry (May 1 through September 30) seasons.

Table 3-5. Construction Site Inspection Frequency

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

3.5.2.3 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 54 active construction sites that may have a significant impact to local water bodies during this reporting period. As required by the Permit, these construction sites were assigned high, medium and low priority ratings based on the Permit requirements. Table 3-6 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 3-6. 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	16	Monthly over 5 months	80	As Needed
Low	18		90	As Needed
Total	54		490	As Needed

The City conducted 728 wet season and 102 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 3-7 below for a summary of the construction site inspections completed during wet and dry seasons.

Table 3-7. 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.	
722	6	102	0	
728		102		830

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.

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. No sites were issued stop work notices during this reporting period.

Four sites issued stop work notices during FY 2008-09 have not had those stop work notices lifted. All of these sites continue to be abandoned. The stop work notices will be lifted once they are in compliance with State and City general construction stormwater permit requirements. Table 3-7 below provides a list of these sites.

Table 3-7. Construction Sites issued Stop Work Notices in FY 2008-09

Project Name	WDID #	Watershed	Address/Location
Hi Hope Ranch	937C22214	San Luis Rey	Highway 76 and Melrose
Darwin Glen	937C325609	San Luis Rey	Darwin and Sagewood Drive
Darwin Knolls	937C325610	San Luis Rey	Darwin and Ocean Ridge Ct.
Ocean Heights	937C330740	San Luis Rey	Mission Avenue & Valley Heights Drive

One site that was issued a stop work notice in FY 2008-09 required code enforcement action during this reporting period. See Table 3-8 for code enforcement actions related to this construction site during this reporting period.

Table 3-8. Construction site Code Enforcement Actions during FY 2009-10

PROJECT NAME	WDID	WATERSHED	LOCATION	CODE ENFORCEMENT ACTION			
				Corrective Action Needed	Administrative Citation Date(s)	Administrative Abatement	Compliance Status
Hi Hope Ranch	937C322214	San Luis Rey	Melrose Drive & Hwy 76	BMP Maintenance	1/14/10, 1/27/10	0	In Compliance

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. The Development Services Department, which includes Planning, Building, Engineering, and Code Enforcement, rolled out new tracking software, CRW Systems, Inc. TRAKiT, which will assist in tracking and reporting of stormwater data. See section 3.2.1 for more information about this tracking software.

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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 2009-2010 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 4.2.5.2 of 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.

4.1.1 Notable Activities

GBA Master Series Software roll-out for tracking inspections

During this reporting year, several departments within the City moved forward with implementation of various data tracking systems. The Water and Sewer Divisions of the Water Utilities Department have been using GBA Master Series Software, a maintenance management tool, and gradually rolling it into the various programs for several years. The Clean Water Program purchased additional licenses and hired a consultant to help modify the software for use with the NPDES permit. The Clean Water Program began using GBA to track NPDES facility inspections, incoming hotline storm water complaint calls, and use with the jurisdictional monitoring program. This annual report is the first report utilizing the new technology. The Clean Water Program will be reviewing the effectiveness of the new tracking tool and will continue to implement improvements in the use of the system in the coming years.

4.1.2 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 2009-10 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	48
Public Works Operations Facilities	2
Municipal Landfills	2
Marinas	3
Municipal Airport	1
Potable Water Treatment Facilities	13
Wastewater Treatment Facilities and Lift Stations	37
Police and Fire Facilities	13
Other Fixed and Leased Facilities	24
Roads, Streets, Highways and Parking Facilities	33
Total Facilities	176

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 and sweeps 28,954 curb miles. 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 33 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 from inspection and maintenance.

There are 33 parking lots in the Roads, Streets, Highway and Parking Facilities categories in addition to 571 miles of public roads. During this reporting period all 33 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 2,093 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
2009-2010	2,093

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 48 community attractions from public pools, beaches, parks and community centers, the City of Oceanside works hard every day to maintain the high level of service. The inspection and maintenance of these facilities in regards to storm water is important because of the number of facilities throughout the city and the public exposure that these facilities receive.

4.3.2 Source Characterization

The City regularly inspects, cleans and maintains 48 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 48 facilities were inspected during this reporting period and no potential storm water violations were noted.

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

4.4 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 3,377 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 81.88 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 742 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	3,297	Contractor	342	3,297	54.52 tons
Catch Basin/Inlet	136	City Staff		136	
Total Catch Basin/Inlet	3,433			3,433	
Open Channels	104	City Staff	N/A	49,455 ft.	840 tons
Drain Pipe	1,800 ft	City Staff	N/A	1,800 ft	

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. In March 2009 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. During this reporting period approximately 180 pounds of trash and organic debris were removed from this device. Photos of the trash trap were provided in Section 6.3.1 of the FY 2008-09 JURMP Annual Report.

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 450 miles of sanitary sewer pipe, 35 sewer lift stations and two sewage treatment plants. The inventory was updated to reflect a sixth harbor sewer lift station. See Attachment 4-A for the 2009-10 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 3,481 feet of City sewer lines were slip lined. In addition 53 manholes were rehabilitated. Since the 2005-06 reporting period the City has slip-lined a total of 20,766 feet of sewer. The City also inspected and cleaned 236 miles (1,244,858 feet) of sanitary sewer.

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 Pollution Prevention and Recycling

COC BMPs in place

There was no new pollution prevention BMPs installed at this facility during this reporting period and all existing BMPs were maintained during this reporting period. There were no potential storm water violations identified during the inspection of this facility.

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 October 6, 2009. The facility was in compliance upon the first visit.

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 at the COC in addition to 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 2009-10 Annual Report for Storm Water Discharges Associated with Industrial Activities for these two landfills.

Fire Stations

All fire stations were inspected during this 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
- 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 by City staff 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.

The Freedom Day parade was not held during this reporting period. Usually scheduled on the last weekend of June, the parade was scheduled for July 3, 2010.

During this reporting period one event was inspected which was the Ironman Triathlon was held on March 29, 2010 with staging starting in the harbor and beaches area. No stormwater related violations were noted during event set-up, during the event or after event. The pre- and post-event inspections it was 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.

Cigarette Butt Service

The Harbor and Beaches Maintenance Division has contracted with a cigarette butt service company to install and service cigarette butt receptacles in the harbor, pier and beach areas. The receptacle selected is made by Butts Only Box and is designed to prevent rain and irrigation water from contacting the butts until collection. This prevents leaching of toxic compounds into sensitive habitats.

The company has several models to choose from, two of which have been installed in the City of Oceanside. The trail model is used along high foot traffic areas adjacent to the beach and harbor sidewalks. There are a total of 17 of these installed in the coastal areas of Oceanside: 11 in the harbor, 2 on the pier, and 4 on The Strand (the road that parallels a large section of beach). Two boat models were installed on two sport fishing boats docked in the harbor. See Figure 4-1 for an image of these two models.



Figure 4-1. Butts Only Box cigarette trash receptacles installed in beach areas and sport fishing boats.

Butts Only Boxes also has a sister company, Cigarette Butt Services, that services the boxes. The City of Oceanside subscribes to this service and the company provides a monthly statement that includes the number of butts removed and the weight of the debris.

During this reporting period a total of 73,439 cigarette butts were collected from the 17 trail models and two sport fishing models. The weight of this debris totaled 37.48 pounds.

The City plans to continue servicing boxes currently in place. The City will also seek additional funding to cover costs for purchasing, installation and servicing of additional receptacles within the jurisdiction.

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.

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 2009-2010 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

GBA Master Series Software roll-out for tracking inspections

During this reporting year, several departments within the City moved forward with implementation of various data tracking systems. The Water and Sewer Divisions of the Water Utilities Department have been using GBA Master Series Software, a maintenance management tool, and gradually rolling it into the various programs for several years. The Clean Water Program purchased additional licenses and hired a consultant to help modify the software for use with the NPDES permit. The Clean Water Program began using GBA to track NPDES facility inspections, incoming hotline storm water complaint calls, and use with the jurisdictional monitoring program. This annual report is the first report utilizing the new technology. The Clean Water Program will be reviewing the effectiveness of the new tracking tool and will continue to implement improvements in the use of the system in the coming years.

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 a new asset management software tool was implemented. The existing inventory with commercial and industrial classifications, watershed location, and assigned priority was pulled into the new software. However, throughout the year, duplicate records, inadvertently changed priority levels, and missing, new, or out of business facilities were found. The software was updated throughout the year, but an extensive inventory review will be conducted during the next reporting period.

Attachment 5-A, the industrial inventory list and Attachment 5-B, the commercial inventory list, was used to conduct FY 2009-10 inspections and will be updated each reporting period. Attachment 5-C is the Mobile Business inventory for which current business licenses were on file. See section 5.3 of this report for mobile business tasks implemented during this reporting period.

In the City there are a total of 2,412 Industrial and Commercial businesses that have the potential to impact water quality. 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	2009-10 Inventory
San Luis Rey	95	13	14
Loma Alta	141	49	22
Buena Vista	5	0	0
Agua Hedionda	0	0	0
Total	241	62	36

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

Watershed	Number of Commercial Businesses		
	2007-08 Inventory	2008-09 Inventory	2009-10 Inventory
San Luis Rey & Harbor	331	859	877
Loma Alta	338	966	996
Buena Vista	151	463	480
Agua Hedionda	6	23	14
Not Verified	10	0	9
Total	836	2311	2376

Based on this updated inventory, the City contains approximately 36 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	9
Medium	7
Low	20
Total	36

Based on the 2009-2010 annual update of the inventory, the City contains approximately 2,376 commercial businesses. Each of these businesses was prioritized on their threat to water quality. Table 5-5 provides a summary of the prioritization for commercial businesses.

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

Priority	Number of Commercial Business
High	575
Medium	115
Low	1686
Total	2376

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 614 inspections during the 2009-2010 reporting year: 17 of industrial businesses, 597 of commercial businesses, including eating and drinking establishments and nursery or greenhouse businesses.

5.2.4.1 Inspections of Industrial Businesses

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 17 site inspections of industrial businesses during the reporting period.

- Completion of 8 of the 9 required annual inspections of high priority industrial businesses during the reporting period. The Oceanside School District Fleet Yard was the only high priority site that was not inspected by the Clean Water Program inspectors. The Fleet Yard Manager did not allow the annual inspection by the City. The manager stated that this facility is inspected annually by the County and the State and he sees no need for the city to conduct triplicate inspections of the site.
- Completion of 9 additional annual inspections of medium and low priority industrial businesses during the reporting period.
- Dissemination of the Industrial Manual to help industrial owners and/or operators become aware of the City Code requirements for BMP implementation, and information on applicable BMPs for specific industrial businesses and activities.
- Ensuring proper and continued training of the Code Enforcement officers and Clean Water Program compliance inspectors dedicated to the Clean Water Program.

5.2.4.2 Enforcement of Industrial Businesses

Section 7.2.4.3 of the City's 2008 JURMP describes the City's program for enforcement of ordinances at an industrial site. This program was designed in accordance with part D.3.b.(3) of Municipal Permit Order 2007-0001. See Table 5-6 below for Table 5-5 presents the actions taken by Code Enforcement officers on industrial businesses within the City for this reporting year

Table 5-6. Accounting of Industrial Code Enforcement Actions for the 2009-2010 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	2	33	0	0	2	39	0	0	0	0

5.2.4.3 Inspections of Commercial businesses

Section 7.2.4.3 of the City's 2008 JURMP describes the City's program for conducting inspections of commercial businesses. This program was developed and implemented in accordance with part D.3.b.(3) of the Municipal Permit Order 2007-0001. As detailed in the JURMP, inspections of Medium 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:

- A total of 597 commercial facilities were inspected during the reporting year. Eating and drinking establishments were inspected for the proper implementation and maintenance of storm water BMPs and grease control devices. Nursery and greenhouse operations

were inspected for compliance with urban runoff regulations within City Code Chapter 40.

- If the Clean Water Program Inspector found continued non-compliance after a second visit or gross non-compliance on an initial visit, the facilities were referred to Code Enforcement for further enforcement actions.
- Four hundred ninety (497) high priority commercial facility inspections were completed, including eating and drinking establishments and nurseries. Eighteen (18) facilities were inadvertently not inspected. It is estimated that three of these 18 facilities were inspected, but the records were lost. The transition to the new asset management software is the likely cause of this oversight and steps are being taken to ensure these issues are remedied. The remaining facilities in the inventory were either duplicate records or the facility was out of business.
- An additional 72 medium and 30 low priority commercial facility inspections were completed during the reporting year.
- Ensuring proper and continuing training of the Code Enforcement Officers and Clean Water Program inspectors dedicated to the Clean Water Program.

During the 2009-10 reporting period, all facility inspections were completed by City staff. The city is no longer using a third-party inspector for eating and drinking establishments.

Code Enforcement officers completed 10 inspections of nursery and greenhouse operations. Inspected. Three businesses on the nursery and greenhouse inventory were visited but were closed, thus no inspection of the facility was done. With drought restrictions and increasing water rates, the number of nursery and greenhouse operations has been decreasing each year. These sites, along with the larger agricultural facilities that are annually inspected by the County Agriculture, 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

Commercial businesses that are not in compliance after the second inspection are referred to Code Enforcement for follow-up. An accounting of all enforcement actions, taken by Code Enforcement Officers, is shown in Table 5-7.

Table 5-7. Accounting of Commercial Code Enforcement Actions for the 2009-2010 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	21	183	2	1	3	128	5	4	0	0

During this reporting period two commercial businesses had significant storm water violations that were referred directly to code Enforcement. See Table 5-8 below for code enforcement actions specific to these two businesses.

Table 5-8. Code Enforcement actions specific to two Commercial Businesses.

Businesses Name	Principal Products & Services	1 st Inspection Date	Corrective Action Needed	2 nd Inspection Date	Code Enforcement Action	Compliance Status
Ruby's Diner	Eating and Drinking Est.	8/7/09	Drain pipe repair	8/10/9	Administrative Citations Issued	IC
McDonald's	Eating and Drinking Est.	11/20/08	Sewage spill due to grease blockage.	12/18/08	Administrative Citations Issued	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. During this reporting period there were no sites to report to the RWQCB.

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. See Attachment 5-C for the Mobile Business inventory for which current business licenses were on file during this reporting period.

As part of the regional outreach efforts implemented through the Industrial/Commercial Sources Workgroup, the City submitted their inventory in FY 2008-09 to the Industrial/Commercial Workgroup for the development of a regional inventory of Mobile Businesses. This inventory was created in order to send information to the businesses about the minimum BMP requirements specific to Mobile businesses.

During this reporting period the City of Oceanside mailed "Required Minimum BMPs For Mobile Businesses" education materials to 34 Oceanside Mobile Businesses with current business licenses. See attachment 8-A for a copy of these materials. Of the 34 mailed, four were returned to the City.

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 urban runoff hotline.

During this reporting period the California EPA office conducted a training titled Environmental Enforcement Training. Five city staff attended this training and received a Certificate of Completion, including two Code Enforcement Officers and three Clean Water Program inspection staff. In addition these same staff completed an on-line training course titled, "Fundamental Inspector Course." See table 5-9 for a summary of the course dates and main topics conveyed during the trainings.

Table 5-9. Inspection trainings courses attended by City staff during FY 2009-10.

Title	Date	Attendees	Subjects Covered	Course length
Environmental Enforcement Training; Cal/EPA	3/23/10	Code Enforcement staff (2) Clean Water Program Inspectors (3)	<ul style="list-style-type: none"> ▪ Access, Entry and Warrants ▪ Conducting Effective Interviews ▪ Elements of a Violation ▪ Evidence to Support a Violation ▪ Report Writing ▪ Environmental crimes ▪ Enforcement Options ▪ Case Development and Referral 	8 hours
Fundamental Inspector Course-Online Training	March & February 2010	Code Enforcement staff (2) Clean Water Program Inspectors (3)	<ul style="list-style-type: none"> ▪ Environmental law ▪ Environmental Science ▪ Role of the Inspector ▪ Health and Safety 	6 Hours

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 year, several departments within the City moved forward with implementation of various data tracking systems. The Water and Sewer Divisions of the Water Utilities Department have been using GBA Master Series Software, a maintenance management tool, and gradually rolling it into the various programs for several years. The Clean Water Program purchased additional licenses and hired a consultant to help modify the software for use with the NPDES permit. The Clean Water Program began using GBA to track NPDES facility inspections, incoming hotline storm water complaint calls, and use with the jurisdictional monitoring program. This annual report is the first report utilizing the new technology. The Clean Water Program will be reviewing the effectiveness of the new tracking tool and will continue to implement improvements in the use of the system in the coming years.

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 2009-2010 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

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. The Development Services Department, which includes Code Enforcement, Building, and Engineering, selected TRAKiT, permitting software by CRW Systems, Inc and began roll-out in this reporting year. Since both of these systems were fully launched in this reporting period, the Clean Water Program will be reviewing the effectiveness of the new tracking tools and will continue to implement improvements in the use of the system in the coming years.

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 has collected, and
2. To target the residential areas for future outreach.

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

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. In March 2009 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. During this reporting period approximately 180 pounds of trash and organic debris were removed from this device. Photos of the trash trap were provided in Section 6.3.1 of the FY 2008-09 JURMP Annual Report.

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

In the previous reporting period Public Works staff identified a section of MS4 where a large amount of tennis balls and plastic drink bottles accumulate after storm events where Garrison Creek daylights off of Mesa Boulevard. In the previous reporting period the director of the Oceanside Unified School District 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.

During this reporting period the debris still accumulated in this section of Garrison Creek. Clean Water Program inspectors again contacted the school district to discuss the issue. Four storm drain inlets were identified as the potential point of entry of trash located downstream from a local high school, middle school, elementary school and several apartment and condominium complexes. It was determined that inlet filters are a BMP that could prevent the pollutants from entering the MS4. The City of Oceanside Engineering Division/CIP is planning to allocate funding in the next fiscal year to install the proposed inlet filters in four inlets in this area.

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 the 2008-09 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. During the reporting period almost 300 email addresses were compiled to which e-notices are provided for upcoming events.

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 2009-2010 reporting period, 3,356 Oceanside households utilized the household hazardous waste disposal facility, disposing or recycling 154.75 tons of hazardous materials (including universal waste) during the reporting period.

As part of Oceanside Green Week (see Section 9.1.6 for more details) a free E-Waste drop-off event, open to the public, was held simultaneously during the Green Fair, thus providing a much needed service to the community, as participants enjoyed the benefit and entertainment of the fair itself. In most communities, disposing of all types of electronic waste can prove costly,

which oftentimes discourages the proper disposal of these materials. Via a partnership/sponsorship by E-World Recyclers, the City was able to provide this service free of charge to anyone who wished to participate in the Green Fair. At this event there were 6.55 tons of universal waste collected for proper recycling and disposal.

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 1,583 gallons of used oil were collected and recycled. In addition two 55-gallon barrels of used oil filters were collected from Harbor residents.

6.4.3 Clean Water Program Newsletters

Twice per year, educational newsletters titled *City of Oceanside Clean Water Program* are mailed with the utility bill 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 2009

- Upcoming creek, river and beach cleanup events
- Pick up your pet waste campaign – Pet waste survey results
- Bacteria Source Tracking Project on the San Luis Rey River
- Water conservation water pollution prevention tips

Winter/Spring 2010

- Loma Alta Creek Cleanup event
- Pool draining tips to protect water quality
- Cigarette litter statistics you should know
- 2010 creek, river, and beach cleanup events

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 2009-10 Oceanside Update Topics by Month

Date	Topic Discussed
August 2009	Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
September 2009	Girl Scout Troop 1215 – Pick Up Your Pet Waste
October 2009	Prepare your yard for the rainy season
November 2009	San Luis Rey River Cleanup Event
December 2010	Great pacific Garbage Patch (Gyre)
January 2010	Proper fertilizer application to prevent polluted runoff to water bodies
February 2010	City of Oceanside's Green Week
April 2010	History of Earth Day; Creek to Bay Cleanup Event at Loma Alta Creek and beach
May 2010	Oceanside Water Bodies Overview

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 60,319 hits to the Clean Water Program website. This number does not account for traffic from within the Oceanside network. This is a significant increase to the 35,647 hits from the previous reporting period.

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
- 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
- Listed in email notifications for upcoming events

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, two hundred fifty on (251) calls were received on the Urban Runoff Hotline by residents concerning potential urban runoff violations. This is a significant increase (100%) from the 124 calls received in the 2008-09, 55 calls received in the 2007-08 and the 14 calls received during the 2006-07 reporting period.

In addition to calls from the public to the hotline there were 136 referrals to the Clean Water Program from City staff. All storm water related calls to the City (387) either from residents or City staff referrals were entered into the GBA database system for tracking.

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 84 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 2009-10.

Table 6-3. Accounting of Residential Code Enforcement Actions for the 2009-2010 Reporting Year.

Action Type	Follow-up Phone Call	Follow-up Site Visit	Follow-up Office Visit	Written Notice	Letter Sent	Admin. Warning	Administrative Monetary Citation	Referral to Other Dept	Stop Work Notice
# of Actions	93	145	6	N/A	26	19	0	1	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 2011.

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. The Development Services Department, which includes Code Enforcement, Building, and Engineering, selected TRAKiT, permitting software by CRW Systems, Inc and began roll-out in this reporting year. Since both of these systems were fully launched in this reporting period, the Clean Water Program will be reviewing the effectiveness of the new tracking tools and will continue to implement improvements in the use of the system in the coming years.

7.0 ILLICIT DISCHARGE DETECTION AND ELIMINATION COMPONENT

This section is intended to document the activities conducted by the City of Oceanside during the 2009-2010 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 2009-10 Illicit Discharge Detection and Elimination Component, including the 2010 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2010.

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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 2009-2010 reporting period to meet the requirements of Section D.3.g of the Municipal Permit (Table 8-1). 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 fielding 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 (21) City 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 190 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. In addition some departments and divisions received a customized power point focused on their specific jurisdictional duties related to storm water.

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 forty-seven (147) municipal employees took both a pre and post-quiz during a municipal training session. For more information on the effectiveness of these training programs based on the pre- and post-quiz scores see Section 11.0 of this report.

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

- Good Housekeeping
- Materials Management
- Spill Response
- Equipment Fueling & Repair
- Outdoor Manufacturing
- Preventive Maintenance

- Waste Management
- Dust Producing Processes

Departments or Divisions that received this training were:

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

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

- Good Housekeeping and Spill Prevention
- Vehicle and Equipment Washing
- Vehicle and Equipment maintenance
- Spill Reporting and Response
- Street Maintenance
- Outdoor Storage of Materials and Wastes
- Landscaping and Lawn Care

Departments or Divisions that received this training were:

- Streets Division – Street Repair and Maintenance
- Streets Division – Street Sweepers
- Streets Division – Parking Enforcement
- Parks and Recreation Maintenance Division
- Public Works – Solid Waste Division
- Fleet Maintenance Division
- Harbor Maintenance Staff
- Sewer Collections – Field Staff
- Water Utilities – Meter Services

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:

- Building Division – Building Inspectors
- Engineering Division – Engineering Inspectors
- Harbor Police
- Harbor Police Volunteers
- Planning Division
- Police Dispatch
- Water Utilities Administration Division

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, Inc. – Trash, Recycling, and Green Waste Truck Drivers

8.2.1 Other Staff Trainings

Several city staff also attended additional training to increase their knowledge on storm water regulations, enforcement inspection protocols, and the new construction permit. Table 8-2 provides a list of stormwater related trainings attended by City staff.

8-2. Storm water-related trainings attended by City staff

Date	Title	Organizer	Overview	Attendee Name	Total hours for all attendees
8/05/09	Web Conference California CGP Part I	Foley Lardner/Rick Engineering	State Construction General Permit	Storm Water Development Review (1) CWP Coordinator (1)	4
10/01/09	Web Conference California CGP Part II	Foley Lardner/Rick Engineering	State Construction General Permit	Storm Water Development Review (1) CWP Coordinator (1)	4
11/18/09	Web Conference California CGP Part III	Foley Lardner/Rick Engineering	State Construction General Permit	Storm Water Development Review (1) CWP Coordinator (1)	4
12/09/09	CASQA BMP Database	Geosyntec	Updates to CASQA BMPs	Storm Water Development Review (1)	1
1/29/10	SW Management & Sustainable Urban Landscape	Craig Kolodge Ph.D.	Compost BMPs for SW Mgt & Landscape Design	Storm Water Development Review (1) Landscape Review (1) Landscape Inspection (1)	2

8-2. Storm water-related trainings attended by City staff (continued)

Date	Title	Organizer (Course Hours)	Overview	Attendee Name	Total hours for all attendees
2/10/10	The State Model Water Efficient Landscape Ordinance	Hunter Industries	CA State Efficient Landscape Ordinance	Storm Water Development Review (1) Landscape Review (1) Landscape Inspection (1)	2
3/01/10	Watershed Academy Webcast	U.S. EPA	Watershed Nutrient Load Management	CWP Coordinator	2
3/02/10	City GIS Viewer	City Water Department GIS Division	Access, Revisions & Features of Major Update to City GIS	Storm Water Development Review (1)	1
3/03/10	Model SUSMP Training	San Diego County	Training on SUSMP model for San Diego County Copermittees	CWP Coordinator (1) Storm Water Development Review (1) Environmental Specialist (1)	12
3/09/10	Fundamental Inspector Course – Online Training	Cal/EPA	Core knowledge and skills to conduct quality inspections	CWP Inspectors (2) Industrial Waste Inspector (1)	18
3/18/10	California First Energy Conservation Workshop	California Center for Sustainable Energy	California First Program Planning	CWP Coordinator (1)	3
3/23/10	Environmental Enforcement Training	Cal/EPA	Conducting effective interviews, evidence to prove a violation, enviro crimes, enforcement options, case development & referrals	Code Enforcement (2) CWP Inspectors (2) Industrial Waste Inspector (1)	35

8-2. Storm water-related trainings attended by City staff (continued)

Date	Title	Organizer (Course Hours)	Overview	Attendee Name	Total hours for all attendees
4/08/10	State Construction General Permit	SWRCB, RWQCB, Carlsbad Library	Risk levels, implementation schedule, SMARTS	Storm Water Development Review (1) Engineering Inspector (1)	4
5/4/10	State Construction General Permit Overview	Group Organizing: SWRCB	State Construction General Permit	CWP Coordinator (1)	3.5
6/3/10	Oil Spill Training Workshop	U.S. Coast Guard		CWP Coordinator (1)	2.5
6/23/10	State Construction General Permit Webinar	SWRCB	State Construction General Permit	CWP Coordinator (1)	1

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 44,000 households. An overview of topics in these two newsletters is as follows:

Fall 2009

- Pick Up Your Pet Waste Campaign along the San Luis Rey Recreation Trail – Pet Waste Survey Results
- 2009 CA Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
- Water conservation and water pollution prevention tips

Winter/Spring 2010

- Loma Alta Creek Cleanup event
- 2010 River, Creek, and Beach Cleanup Events
- Cigarette Litter Statistics You Should Know!
- Pool Draining Tips to Protect Water Quality

A copy of these two newsletters are 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 60,319 hits to the Clean Water Program website. This number does not account for traffic from within the Oceanside network. This is a significant increase from the years past. Table 8-1 below provide a summary of the number of hits to the webpage.

Table 8-1. Summary of Clean Water Program Webpage Hits

Fiscal year	# of Website Hits
2009-10	60,319
2008-09	35,647
2007-08	38,146
2006-07	45,267
2005-06	42,367

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 nine three-minute presentations. Table 8-2 provides an overview of the topics covered during each taping.

Table 8-2. Summary of 2009-10 Oceanside Update Topics by Month

Date	Topic Discussed
August 2009	Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
September 2009	Girl Scout Troop 1215 – Pick Up Your Pet Waste
October 2009	Prepare your yard for the rainy season
November 2009	San Luis Rey River Cleanup Event
December 2010	Great pacific Garbage Patch (Gyre)
January 2010	Proper fertilizer application to prevent polluted runoff to water bodies
February 2010	City of Oceanside's Green Week
April 2010	History of Earth Day; Creek to Bay Cleanup Event at Loma Alta Creek and beach
May 2010	Oceanside Water Bodies Overview

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 a booth 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 2009 and June 2010 to encourage community participation and to educate participants of the effects of polluted urban runoff:

Table 8-3. 2009-10 Community Events.

Date	Event	Participants (Estimated)
10/10/09	Pride @ the Beach - Oceanside	250
12/18/09	Day without a Bag	300
3/8/10	Oceanside Green Fair	300
04/18/10	Fallbrook Avocado Festival	50,000
04/25/10	Earth Day North at Mission San Luis Rey	400
05/15/10	Operation Appreciation	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 twenty one presentations were conducted reaching 534 school-age children and 21 adults. Table 8-4 provides a list of groups and classrooms that were educated about storm water pollution via these presentations.

Table 8-4. 2009-10 School Age Children Watershed Presentations.

Date	Group	Children	Adults
2/23/2010	Reynolds Elementary (2 nd Grade)	23	1
2/23/2010	Reynolds Elementary (2 nd Grade)	24	1
2/23/2010	Reynolds Elementary (2 nd Grade)	23	1
2/24/2010	Reynolds Elementary (2 nd Grade)	23	1
2/24/2010	Reynolds Elementary (2 nd Grade)	22	1
3/24/2009	Palmquist Elementary (4 th Grade)	35	1
3/24/2009	Palmquist Elementary (4 th Grade)	36	1
3/29/2009	Palmquist Elementary (4 th Grade)	34	1
4/19/2010	Palmquist Elementary (5 th Grade)	30	1
4/19/2010	Palmquist Elementary (5 th Grade)	31	1
4/19/2010	Palmquist Elementary (5 th Grade)	30	1
5/17/2010	Foussat Elementary (2 nd Grade)	28	1
5/17/2010	Foussat Elementary (2 nd Grade)	31	1
5/17/2010	Foussat Elementary (2 nd Grade)	28	1
5/26/2010	Stuart Mesa Elementary Science	15	1

Date	Group	Children	Adults
	Discovery Day (3-5 th grades)		
5/26/2010	Stuart Mesa Elementary Science Discovery Day (3-5 th Grades)	14	1
5/26/2010	Stuart Mesa Elementary Science Discovery Day (3-5 th Grades)	10	1
6/4/2010	Palmquist Elementary (2 nd Grade)	25	1
6/4/2010	Palmquist Elementary (2 nd Grade)	25	1
6/4/2010	Palmquist Elementary (2 nd Grade)	24	1
6/4/2010	Palmquist Elementary (2 nd Grade)	23	1
	Totals	534	21

Splash Lab

The San Diego County Office of Education Splash Science Mobile Lab (Splash 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.

Green Machine

The "Green Machine" is a hands-on interactive learning program brought directly into your classroom. Included are:

- A soils research station (complete with live earthworms)
- An integrated pest management station (complete with role play scenarios and puppets)
- A water cycle station (complete with dramatic role play and costumes)
- Musical and dramatic wrap-up designed to reinforce the learning
- Comprehensive teacher packet complete with pre and post "Green Machine" activities

During this reporting period 16 classes at four schools received the Splash Lab with the costs covered by the City Water Utilities Department. Also, eight classes at two schools received the Green Machine program. See Table 8-5 below for information on the schools and number of students who participated in the programs.

Table 8-5. Schools using Splash Lab & Green Machine during FY 2009/2010.

Date	School	Grade	Topic	Number Attended	Number of classes
10/12/2009	Foussat Elementary	3	Green Machine	113	4
11/12/2009	Laurel Elementary	4-5	Splash Lab	172	4
1/19/2010	North Terrace Elementary	3	Green Machine	80	4
1/19/10	Ivey Ranch Elementary	4-5	Splash Lab	92	4
3/18/2010	Mission Elementary	4-5	Splash Lab	75 (est.)	4
3/22/2010	Stuart Mesa Elementary	4-6	Splash Lab	75 (est.)	4
Totals				607	24

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

The City continued to collaborate with San Diego CoastKeeper and the San Diego Unified School District (SDUSD) to customize and implement Project SWELL (Stewardship: Water Education for Lifelong Leadership), a water-based science curriculum, for different grade levels in the Oceanside Unified School District (OUSD). 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.

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.

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 (Full Option Science Systems) science kits used for K-5th grade levels for the 2009-10 school year. The curriculum was slightly revised to reflect the use of the revised FOSS kits. FOSS is a research-based science curriculum for grades K-8 developed at the Lawrence Hall of Science, University of California at Berkeley.

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 2010-11 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. This table was completed during the previous reporting period (See Table 8-4 of Oceanside's 2007-08 JURMP Annual report.) With the 2008 303(d) list

scheduled to be adopted in 2010 this table will be updated during the 2010-11 reporting period to reflect any changes in water body listings with in the City of Oceanside.

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. This activity is reported in the Carlsbad WURMP Annual Report.

During FY 2009-10 one field sampling bioassessment training event was conducted on March 25, 2010. Two training events were scheduled for March 25 and April 1 but rain caused the cancellation of the April 1 training event. Due to the school classroom scheduling the second field sampling event was not able to be rescheduled.

Thirty students participated in the field sampling event on March 25 and were divided into three groups. Each group conducting the following tasks at three sites along Agua Hedionda Creek in the Dawson Reserve: Chemical analysis, physical assessment, and biological sampling. The benthic macroinvertebrate samples were taken back to the school where the students sorted the insects with the use of high-powered microscopes. 45 students who were not able to attend the April 1 field sampling event were provided classroom training on proper field sampling protocols.

The BMI samples that were collected on March 25th were sorted by all students in a series of five lab classes. The samples are at the Dawson Reserve and labeled with the March 25, 2010 date. Students were then asked to analyze the data from the physical, chemical and BMI counts and draw a conclusion about water quality in Agua Hedionda Creek (AHC) at the Dawson Reserve. In making their case for the conclusion, students were asked to use all the data and observations from the sampling day. The conclusion was to be drawn from the observations and facts not on speculation.

Over-Irrigation

Clean Water Inspectors continue to respond to and document 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 in FY 09-10, 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

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 FY 2008-09 the City of Oceanside Clean Water Program (CWP) implemented a Pick Up Your Pet Waste Campaign focused on a section of the San Luis Rey Recreation Trail (Trail) that travels parallel to the San Luis Rey River. Following is information on what was implemented during this reporting period.

During FY 2008-09 a relationship between the Clean Water Program (CWP) 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 along the Trail. This project is included as a Watershed Activity under the San Luis Rey Watershed Management Program.

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. More details about the survey results are provided in Section 9.1.5 of the FY 2008-09 JURMP Annual Report. 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. 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

Ninety-three percent of survey respondents agreed that more pet waste dispensers are needed in the community.

Survey Recommendations

The results of the survey provided clear recommendations for the Pick Up Your Pet Waste Campaign that included the installation of additional trash cans and pet waste bag dispensers as well as modifying signage to emphasize pet owner responsibility. As a result, the City moved forward with purchasing and installing four pet waste bag dispensers and two trash cans along the trail.

During this reporting period four pet waste bag dispensers were ordered but not installed. Also, a new sign was created to emphasize pet owner responsibility. Installation and assessment of the effectiveness of these dispensers and signs will be completed 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. The City continued to use Code Enforcement to respond to complaint calls related to mobile businesses at which time Mobile Business BMP information was given to the operator.

As part of the regional outreach efforts implemented through the Industrial/Commercial Sources Workgroup, the City submitted their inventory in FY 2008-09 to the Industrial/Commercial Workgroup for the development of a regional inventory of Mobile Businesses. This inventory was created in order to send information to the businesses about the minimum BMP requirements specific to Mobile businesses.

During this reporting period the City of Oceanside mailed “Required Minimum BMPs For Mobile Businesses” education materials to 34 Oceanside Mobile Businesses with current business licenses. See attachment 8-A for a copy of these materials. Of the 34 mailed only four were returned to the City.

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. In addition there are posters available in Spanish for restaurants and automotive related businesses and are provided to these business where inspectors feel there is a need or upon request.

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.

During this reporting period the City of Oceanside, in collaboration with the San Luis Rey and Carlsbad WURMP workgroups, implemented a workshop targeting nurseries and agricultural businesses. Held on June 24, 2010 at the San Diego County Farm Bureau in Escondido, four speakers provided this target audience with information on water quality runoff management, regulatory regulations and opportunities to collaborate on and water quality monitoring. More details on this workshop will be reported in the 2009-10 San Luis Rey and Carlsbad WURMP Annual Reports.

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 staffed 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 2009-2010 reporting period and Figure 8-1 provides a photo of the promotional 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.	100
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.	50
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.	600

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.	25
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.	1,025
Promotional Items		
Click Message Pen	Each pen has Oceanside's Urban Runoff Hotline number on the outside barrel number as well as the following messages inside that rotate when the pen is clicked: "Protect our Waterways: sweep sidewalks, all storm drains lead to the ocean, Sweep (don't hose off) driveways and sidewalks, pick up pet waste, www.OceansidCleanWaterProgram.org , Water saving tips: www.SaveWaterOceanside.com , Conserve water – don't overwater landscapes.	1,025
Pencils	Each pencil has Oceanside's Urban Runoff Hotline phone number and is made from recycled newsprint	5000
Tattoos	These tattoos have the slogan "Clean Water – Only Rain in the Storm Drain" and were distributed at community events.	100
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.	100
Gel Pen	These gel pens have Oceanside's Urban Runoff Hotline phone number and were distributed to City employees during municipal training sessions.	500
Goodie Bags	Reusable bags stuffed with storm water information, stickers and pencils with the Oceanside Urban Runoff Hotline were distributed to each school classroom and scout troop receiving a watershed model presentation.	25
T-shirts	T-shirts are offered as a give-away option for beach and creek cleanup volunteers.	1,000
Tote Bags	These reusable tote bags are made from recycled cotton and have the words "Protect and Conserve Oceanside Water". They were distributed to employees and as a give-away option for beach and creek cleanup volunteers.	500
Water bottles	These reusable steel Bisphenol A (BPA) free water bottles were distributed to employees and as a give-away option for beach and creek cleanup volunteers.	500

Rally Towels	These 11"x15" rally towels have the slogan "Only Rain in the Storm 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.	400
Flap hats	These flap hats were provided as a raffle item during municipal training sessions.	20
Stickers	These stickers are provided to young children and have storm water related slogans such as "You Are the Solution to Storm Water Pollution".	250
	Total number of promotional items distributed during this reporting period.	6,620



Figure 8-1. Promotional Items Distributed During Reporting Year 2009-10.

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.

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)

During this reporting period there were no changes to the Education Outreach component of Oceanside's Clean Water Program.

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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
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9.1 Local Public Participation Opportunities

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

9.1.1 Notable Activities

Beach Cleanup manual created

During this reporting period the Clean Water Program created a Beach Cleanup Manual to assist private groups in coordinating their own beach cleanup event. See Section 9.1.4 for more details.

Girl Scout Troop 1215 KOCT Airing

During this reporting period, three members of Girl Scout Troop 1215 gave a three minute presentation on KOCT Oceanside Update about the importance of picking up pet waste. See Section 9.1.6 for more information.

Green Oceanside Campaign

In late 2008, a group of city employees from various departments and divisions, including the Clean Water Program, discovered that they had a goal in common: to bring environmental awareness and stewardship to the citizens of Oceanside in a coordinated manner by educating them on how environmental protection covers many different arenas and is most effective when implemented collectively. They joined forces and became “The Green Team” and later the driving force behind the Green Oceanside campaign. See section 9.1.6 for detailed information about activities implemented for this campaign.

New tracking database for hotline calls

During this reporting year, the City moved forward with implementation of a data tracking systems to track hotline calls. The tracking system is the GBA Master Series Software, which is a maintenance management tool, but has been customized for various programs related to tracking information for the Clean Water Program. The Clean Water Program began using GBA to track NPDES facility inspections, incoming hotline storm water complaint calls, and use with the jurisdictional monitoring program. This annual report is the first report utilizing the new

technology. The Clean Water Program will be reviewing the effectiveness of the new tracking tool and will continue to implement improvements in the use of the system in the coming years.

9.1.2 Urban Runoff Hotline

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

During the reporting period, two hundred fifty nine (259) calls were received on the Urban Runoff Hotline by residents concerning potential urban runoff violations. This is a significant increase from the 124 calls received in the 2008-09 (102%), 55 calls received in the 2007-08 and the 14 calls received during the 2006-07 reporting period.

In addition to hotline calls from the public there were 137 referrals to the Clean Water Program from City staff. All storm water related calls to the City (396) either from residents or City staff referrals were entered into the GBA database system for tracking. Table 9-2 provides a summary of the nature of the calls received via the Hotline or by City staff referral. Of the calls received through the Hotline, nine (9) were referred directly to Code Enforcement for investigation.

Table 9-2. Urban Runoff Hotline calls and City staff referral summary

Department	Problem	City Employee Referral	Public Hotline	Total
Clean Water Program	Follow-up	0	16	16
	Leak Repair	0	2	2
	Other	1	11	12
	Over-irrigation/Broken irrigation	125	112	237
	Power Washing	0	8	8
	Spills/Dumping	2	24	26
	Street/Driveway Washing	1	12	13
	Unidentified water runoff	6	48	54
	Watering Time	0	5	5
	Yard waste/Landscape Activity	1	13	14
	Total For CWP	136	251	387
Referred Directly to Code Enforcement	Leak Repair	0	1	1
	Other	0	1	1
	Power Washing	0	1	1
	Spills/Dumping	0	5	5
	Street/Driveway Washing	1	0	1
	Total for CE	1	8	9

9.1.3 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.

9.1.4 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. Between 70 and 300 volunteers participate in these cleanup events. During the 2009-10 reporting period, 1,561 volunteers removed over 6.5 tons of trash, debris, shopping carts and other unwanted material from Oceanside waterways during City-sponsored events. See Table 9-2 for data related to the City-sponsored events.

Private group sponsored events

Private groups regularly approach the city to coordinate their own cleanup event. 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.

To assist these groups in coordinating their own beach cleanup event the Clean Water Program created a Beach Cleanup manual. This manual provides the following information:

- How to coordinate a beach cleanup
- Day of cleanup instructions
- City of Oceanside “Beach Cleanup Pledge”
- Safety fact sheet
- Supply checklist
- Cleanup summary sheet

See Attachment 9-A for a copy of the Beach Cleanup Manual.

During this reporting period twelve private groups coordinated their own beach cleanup event in Oceanside. After the completion of their event, private groups are requested to provide the number of volunteers and the number of bags collected or pounds of trash removed from the target area. Every attempt is made to gather this data but some groups do not always keep track of the data or report back to the City. At least 1,004 volunteers removed 2,720 pounds of trash from Oceanside beaches and waterways. See Table 9-2 for data related to the private group sponsored events.

Between the City sponsored and private group sponsored events, 2,565 volunteers removed 15,795 pounds of trash and debris from Oceanside City beaches and three waterways that traverse the City of Oceanside. Table 9-2 lists cleanup events held between July 2009 and June 2010 including the number of volunteers and the pounds of trash removed from the waterways.

Table 9-2. Cleanup Events Held during the 2009-10 Reporting Year.

Date	Event	Number of Participants	Pounds/Tonnage of Waste Removed
City Sponsored Cleanup Events			
7/6/2009	Morning After Mess	71	476
9/19/2009	Buena Vista Creek Cleanup	183	2,500
9/19/2009	Oceanside Beach Cleanup	410	880
9/19/2009	Buccaneer Beach Cleanup	154	527
11/07/2009	San Luis Rey River Cleanup	154	5,500
11/07/2009	Harbor Beach Cleanup	57	175
4/24/2010	Loma Alta Creek Cleanup	90	2,000
4/24/2010	Oceanside Beach Cleanup - Pier	188	205
4/24/2010	Buccaneer Beach Cleanup	192	812
	Total City Sponsored Events	1,561	13,075 pounds
Private Group Sponsored Events			
7/5/2009	San Geronio Girl Scouts	5	
8/14/2009	Vons Grocery Stores	25	
9/9/2009	Oceanside Tourism Council	90	
9/30/2009	Coca Cola	19	250
10/12/2009	Oceanside Pop Warner	100	
12/5/2009	Oceanside High School Surf Team	15	20
2/27/2010	Oceanside Baseball Team	50	
3/8/2010	Coastkeeper	230	450
3/13/2010	Julian Charter Academy	20	
5/1/2010	Escondido High School Leadership Group	30	
5/9/2010	Church of Latter Day Saints	370	2000
5/22/2010	GEAR UP (College Prep Group)	50	
6/12/2010	Coastkeeper		
	Total Private Group Events	1,004	2,720 pounds
	Grand Totals	2,565	15,795 pounds

Cleanup event mailing lists

In previous reporting 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. In FY 2008-09 the Clean Water Program eliminated the mailing through the US Postal Service and created an email distribution list as a way to inform interested parties about upcoming cleanup events. This saved staff time to update mailing lists and eliminated the postage and printing costs for mailing these notifications. In FY 2009-10 two event fliers and two Clean Water Program Newsletters with cleanup event information were sent via email.

During FY 2009-10 there were approximately 300 email addresses on the distribution list. See Attachment 6-A for newsletters and Attachment 9-B for event fliers emailed to interested parties who registered to receive e-notifications during the 2009-10 reporting year.

9.1.5 Oceanside Update Show

Clean Water Program staff appears regularly on the Oceanside Update show broadcast through Oceanside Television Station KOCT. Each spot allows staff to spend three to five minutes discussing specific storm water pollution programs, pollution prevention tips, and BMPs to reduce impacts. The 30-minute 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 45,000 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
August 2009	Coastal Cleanup Day, Buena Vista Creek and Oceanside Beach Cleanup
September 2009	Girl Scout Troop 1215 – Pick Up Your Pet Waste
October 2009	Prepare your yard for the rainy season
November 2009	San Luis Rey River Cleanup Event
December 2010	Great Pacific Garbage Patch (Gyre)
January 2010	Proper fertilizer application to prevent polluted runoff to water bodies
February 2010	City of Oceanside's Green Week
April 2010	History of Earth Day; Creek to Bay Cleanup Event at Loma Alta Creek and beach
May 2010	Oceanside Water Bodies Overview

9.1.6 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

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 FY 2008-09 the City of Oceanside Clean Water Program (CWP) implemented a Pick Up Your Pet Waste Campaign focused on a section of the San Luis Rey Recreation Trail (Trail) that travels parallel to the San Luis Rey River. Following is information on what was implemented during this reporting period.

During FY 2008-09 a relationship between the Clean Water Program (CWP) 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 along the Trail. This project is included as a Watershed Activity under the San Luis Rey Watershed Management Program.

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.

During this reporting period, three members of Girl Scout Troop 1215 prepared a script and presented information on the KOCT channel encouraging people to pick up after the pet and why it is important to do so. This aired during the month of September 2009.

The next component of the campaign was a brief survey that was mailed to 300 Oceanside households located in neighborhoods near the trail. More details about the survey results are provided in Section 9.1.5 of the FY 2008-09 JURMP Annual Report. 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. 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

Ninety-three percent of survey respondents agreed that more pet waste dispensers are needed in the community.

Survey Recommendations

The results of the survey provided clear recommendations for the Pick Up Your Pet Waste Campaign that included the installation of additional trash cans and pet waste bag dispensers as well as modifying signage to emphasize pet owner responsibility. As a result, the City moved forward with the recommendations.

During this reporting period four pet waste bag dispensers were ordered but not installed. Also, a new sign was created to emphasize pet owner responsibility. See Figure 9-1 of the Pet Waste Sign created during this reporting period. Four dispensers, four signs and trash cans will be installed during the next reporting period where most people access specific sections of the trail.



Figure 9-1. Pet Waste Sign created during FY 2009-10 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 reduce 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.

City Staff Activities. City staff is the public at work. Staff is encouraged to report potential 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.

Green Oceanside Campaign

Environmental protection and improvement requires ongoing education and awareness in order to enact behavioral change within a community. In late 2008, a group of city employees from various departments, and divisions, including the Clean Water Program, discovered that they had a goal in common: to bring environmental awareness and stewardship to the citizens of Oceanside in a coordinated manner by educating them on how environmental protection covers many different arenas and is most effective when implemented collectively. They joined forces and became "The Green Team" and later the driving force behind the Green Oceanside campaign.

Green Week

The Green Team's mission is to collaborate each year to present a highlighted week of educational programs and free services for the public that provides the tools needed for the community to be better stewards of the planet by recycling, reducing our waste, composting, conserving water, preventing water pollution and conserving energy. Activities during this week highlight programs and environmental habits that can be implemented collectively throughout the year by the community, non-profit organizations, businesses, and other local agencies.

The Green Team asked themselves how to best reach the citizens of Oceanside.

- How can citizens of all ages participate in environmentally related activities?
- Would it be best to coordinate a one-day green event or hold it on multiple days?
- Can an event be developed that would inherently establish and promote green behaviors by the community throughout the year?
- How can partnerships be established between the public/private sectors that would be mutually beneficial and provide a sense of environmental pride to everybody involved?
- What topics are of greatest importance in this era of the environmental movement?

The Green Team wanted to ensure that Oceanside citizens were aware of their City's active environmental departments, fostering collaboration between these departments, and other environmentally-conscious organizations, and that these collaborations are a vital link to the public to create long term environmental stewardship. Through this department collaboration and eventually through partnerships with outside entities, the City brainstormed a full week of environmentally related activities that citizens of all ages could participate in. The event was inclusive rather than exclusive, by being open and free to anyone who wanted to attend, welcoming visitors from other cities. This inherently provided the Green Oceanside community the opportunity to share their development of positive change with the greater population of North County San Diego. The team determined that this week of activities would best promote the continuation of green stewardship by being offered as an annual event. Since being "green" was the objective, the annual event was christened "Green Week" and was first presented to the public in March of 2009, with the second annual event held in March 2010.

Green Week 2010

Green Week 2010 was held March 8 – 13, 2010. Several activities were coordinated for Green Week, some prior to and some during the week.

- Green Oceanside Classroom Presentations – These complimentary presentations were available to classrooms and youth groups prior to and after Green Week. Presentation topics include Reduce Reuse Recycle, Water Conservation and Water Quality and are promoted throughout the year.
- Environmental Youth Art Contest – This poster contest was open to all Oceanside Unified School District students who were eligible to submit a poster and/or a video about "What does Green Oceanside mean to you?"
- Environmental Story-time and Crafts – The Oceanside Library offered environmental story time and crafts during Green Week.
- Environmental Film Festival – On Wednesday March 10 the film "Tapped" was shown to over 60 attendees. This film examines the role of the bottled water industry and its' effects on our health, climate change, pollution, and our reliance on oil.
- Green Fair – The culmination of Green Week ended with the Green Fair at which over 30 environmentally conscious organizations and businesses staffed a table to provide information and resources to the public.
- Electronic Waste Drop-off Event – The public had the opportunity to bring unwanted electronic waste for proper recycling and disposal. This event was located next to the Green Fair. At this event there were 6.55 tons of universal waste collected for proper recycling and disposal.
- Beach Cleanup – Coastkeeper sponsored a beach cleanup event on the morning of the Green Fair. 230 volunteers participated.
- Local Community Support – several local businesses provided sponsorship money that went toward the purchase of prizes for the youth contest winners and supplies for teachers who had a winning student in their classroom.
- Media/Marketing: In order to ensure the success and longevity of Green Week 2010, the Green Team pursued an assertive media/marketing plan that included coverage with local newspapers, local media/TV, city website, community college website, school bulletins, local announcement community boards, as well as extensive email notification chains

amongst the local environmental community. A Green Oceanside section in the local Oceanside magazine, highlighting Green Week 2010, was sent to over 44,000 households prior to the event. See Attachment 9-C for Green Oceanside information placed in the Oceanside Magazine. As part of the overall marketing campaign the Green Team created a logo to be placed on promotional materials. See figure 9-2 for an image of the logo.



Figure 9-2 Green Oceanside logo

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. The Oceanside Magazine is an economical and effective way to share storm water related information with residents of Oceanside. These magazines were directly mailed to over 44,000 Oceanside households. In addition to the mailing, the magazines are placed in several high traffic locations throughout the City for the public to pick-up.

During Fiscal year 2009-10 all cleanup events and other storm water related information were covered in the *Oceanside Magazine* within the Green Oceanside section:

- 2009-10 Fall-Winter issue
 - One Less Plastic Bag
 - Storm Drains Lead to the Nearest Waterway
 - 2010 River, Creek, and Beach Cleanup Events
 - Pick Up Your Pet Waste
- 2010 Spring issue
 - Tips for Draining Your Pool
 - 2010 River, Creek and Beach cleanup Events
 - 10 Water-Saving Tips for 2010

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

9.2.2 Regional Events

San Diego County Fair

The San Diego Regional Storm Water Copermittees sponsored the 2009 San Diego County Fair (Fair) as an education and outreach activity under the Regional Education and Residential Sources workgroup. This workgroup created branded the group as Think Blue San Diego Region and included a logo. 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 storm water and pollution prevention message. Details of the activities related to this event will be included in the FY 09/10 Regional Urban Runoff Management Program (RURMP) annual reports.

The 2009 Fair was held June 12th through July 5th, spanning two fiscal years. During this reporting period the “Think Blue San Diego Region” logo was placed in the San Diego County Fair program which is offered to fair-goers when entering the fair grounds.

During 2009 the Education and Residential Sources workgroup of the San Diego County copermittees staffed an outreach booth for one day during the EnviroFair. Two staff from the City of Oceanside’s Clean Water Program staffed the booth on June 20, 2009. Fair attendance for that day was 58,045.

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 2009-10 will be provided in the Regional Urban Runoff Management Program (RURMP) annual report scheduled to be submitted to the RWQCB in January 2011.

Regional Hotlines and Website

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 phone number 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 copermittee hotlines.

During FY 2009-10 the ERS Workgroup launched a new regional website: www.thinbkuesdregion.org. This website provides the public with a link to their own jurisdictional stormwater website, a phone number to report potential stormwater violations. And

resource links to get storm water related information. More detailed information on the successes of this website will be provided in the Regional Urban Runoff Management Program (RURMP) annual report scheduled to be submitted to the RWQCB in January 2011.

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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 Department, Public Works Department, Engineering Division and Code Enforcement Division. 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 2009-2010 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) mandates.

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 Departments, and Engineering 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 City Engineering Division as part of 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 fund 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 2009-10 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 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 2009-10 totaled \$882,559. It is anticipated that the Water Utilities Department will expend \$1,121,688 during Fiscal year 2010-11.

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 2009-10 was estimated to cost \$981,000 during this reporting period. This includes \$478,000 for equipment costs and \$503,000 for staff costs. With a total of 28,954 curb miles swept in the City at a cost of \$981,000, this averages out to \$33.88 per curb mile.

The cost for inspection and maintenance of the MS4 was \$369,597 during this reporting period. These costs are expected to increase to \$523,000 during fiscal year 2010-11. During fiscal year

2009-10 the Public Works Department spent approximately \$1,350,597. It is anticipated that the Public Works Department will expend \$1,543,000 during Fiscal year 2010-11.

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 2009-10 totaled \$130,000. It is anticipated that Engineering Department will expend \$130,000 during Fiscal year 2010-11.

10.1.3.4 Overall Clean Water Program Costs

During Fiscal Year 2009-10 approximately \$2,799,055 was expended amongst four departments for the implementation of the Clean Water Program. It is anticipated that the total program costs for Fiscal Year 2010-11 will total \$2,817,392.

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

Department	Item	Fiscal Year 2008-2009	Fiscal Year 2009-2010	Projected Fiscal Year 2010-2010
Water Utilities	Personnel (including Code Enforcement)	557,023	\$686,260	\$655,435
	Misc. office supplies, postage, uniforms	\$424	\$4,700	\$1,700
	Print Materials	\$10,229	34,500	\$20,000
	Monitoring Programs including lab materials, supplies and services	\$41,733	89,000	\$93,500
	Other Misc – Cleanups and booths	\$24,027	2,000	\$1,000
	Consultant Fees – Investigation Order, TMDL	\$202,876	250,800	\$321,660
	Independent Contractors	\$39,000	0	0
	Permits	\$27,178	25,000	\$30,000
	Dues, Travel, Advertising	\$934	8,950	\$1,500
	Equipment	\$0	5,000	\$1,000
	Regional Copermittee Cost-share Monitoring, RURMP, WURMP	\$117,159	\$147,248	\$146,000
Water Utilities	Total	\$1,020,583	\$1,253,458	\$1,271,795
Public Works	Street Sweeping (Equipment)	\$460,000	\$478,000	\$478,000
	Street Sweeping (staffing and /or contract costs)	\$484,000	\$503,000	\$503,000
	Conveyance System Cleaning (Contracted Work and City Staff	\$360,580	\$369,597	\$369,597
	Personnel for CWP Monitoring	\$65,000	\$65,000	\$65,000
Public Works	Total	\$1,369,580	\$1,415,597	1,415,597
Engineering Division	Personnel	\$260,000	\$130,000	\$130,000
	Hydromodification Plan	\$15,006	\$0,000	0
Engineering Division	Total	\$275,006	\$130,000	\$130,000
	Grand Total	\$2,665,169	\$2,799,055	2,817,392

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 managers 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

Interactions with the development community during the reporting period indicate a degree of frustration with what appear to be “ever changing and more restrictive” storm water regulations. Many voice the desire to address treatment control requirements through the implementation of “end-of-pipe” proprietary BMPs or “area-wide/assessment district” type facilities.

Conversely, the reissued Municipal Permit updates and expands stormwater requirements. Stormwater treatment requirements have been made more widely applicable and more stringent; minimum standards for Low Impact Development (LID) have been added, and the Copermittees are required to develop and implement criteria for the control of runoff peaks and durations from development sites. The following information highlights the Development Component of the City’s JURMP. Table 11-1 presents the level 1 effectiveness assessment for Development Planning.

Revised SUSMP Manual

The SUSMP updates and expands storm water requirements for new development and redevelopment projects. Storm water treatment requirements have been made more widely applicable and more stringent. New requirements include minimum standards for the implementation of Low Impact Development (LID) practices and the integration of flow control criteria designed to mitigate runoff peaks and durations from development sites. The updated SUSMP incorporates a unified LID procedure which combines site

planning and design measures coupled with engineered, small-scale Integrated Management Practices (IMPs).

The updated SUSMP includes specific design information for dispersal of runoff to landscaped areas and for the integration of pervious pavements, bioretention facilities, flow-through planters, dry wells, infiltration basins, and cisterns into the project design. Where feasible and where permissible, the water in cisterns may be directed to non-potable uses to augment irrigation practices. Bioretention facilities and planter boxes may be designed with an impermeable barrier so that runoff does not saturate native soils. Instead, runoff is filtered through an engineered soil mix and captured in a subdrain and conveyed to a storm drain system. This configuration may be needed where native soils have low infiltration rates, where groundwater is high, contaminated, or where increasing soil moisture may present a hazard to foundations or slope stability. In limited and special circumstances, such as retrofit of existing drainage systems, some pedestrian-oriented developments, and roadway widening projects; where it can also be demonstrated it is not be feasible to construct any of these facilities, higher-rate surface biofilters or higher-rate vault based filtration units may be used to address treatment requirements.

Applicants are also required to incorporate design features to control pollutants from specified on-site sources, such as refuse areas, outdoor storage areas, and vehicle washing and repair facilities. The SUSMP contains a number of Source Control BMPs designed to address the types of sources to be controlled and a corresponding list of required source control measures.

In additions to disconnecting impervious surfaces and mitigation pollutant sources, applications for approval of Priority Development Projects (PDPs) are required to demonstrate compliance with the hydromodification management criteria of the NPDES permit. The SUSMP includes guidance for demonstrating compliance. Submittals for projects smaller than 50 acres may demonstrate compliance by using the integrated LID design procedure. For larger projects, the applicant may use a continuous simulation hydrologic computer model to simulate pre-project and post-project runoff, which includes analyzing the effect of LID facilities, detention basins, or other storm water management facilities, or may identify an exemption applicable to the site.

By following the design approach, applicants can develop a single integrated design which complies with the complex and overlapping NPDES permit, LID, storm water treatment, and peak runoff and duration control requirements.

The updated SUSMP is available at the City of Oceanside – Development Services counter or may be downloaded from the City Clean Water Program website at:

<http://www.oceansidecleanwaterprogram.org/pdf/OceansideSUSMP.pdf>

or the City Engineering Division – Subdivision Section website at:

<http://www.ci.oceanside.ca.us/pdf/OceansideSUSMP.pdf>

Interdepartmental Coordination

The City's SUSMP and development review process involves 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 Division 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 requiring SWMP	# Projects completing SWMP	Actual/Target	Percent (%) Completion
	Priority Projects (Required PDP-SWMP)	45	17	17/45	38
	Standard Projects (Require SDP-SWMP)	4	3	3/4	75
	SUSMP Inspections	# Sites targeted for Inspection	# Sites Inspected	Actual/Target	%
	High Priority Sites (Annual)	16	16	16/16	100
	All Sites (Target: 20% of 141)	28	36	36/28	129

The 38% and 75% SWMP completion rates indicate that many of the projects that are required to submit a SWMP; remain active in the project review process. The actual number of SWMP reviews per project may vary significantly. Some projects obtain plan approval in the second review cycle, while others may require as many as ten review cycles to produce a sound SWMP. The average project can expect SWMP within 3 to 4 review cycles.

As the City develops more projects which are subject to the requirements of the Municipal Permit, the inherent challenges associated with data management will emerge such as tracking of post-construction BMPs, maintenances agreements, and associated documents become more numerous. To counter the possibility, the City Development Services Department, which includes Code Enforcement, Building, and Engineering Divisions, chose CRW Systems, Inc. program called TRAKiT® as a data tracking system

which was rolled out in this reporting year. See section 3.2.1 of this annual report for more detailed information about the TRAKiT® database.

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	16	16	16/16	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 provides the Level 1 Compliance with Activity-Based Requirements and Level 4 - Load Reductions Reducing Loads from Sources.

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)	176	176	176/176	100
	MS4	# of catch Basins to be cleaned	# of catch Basins actually cleaned	Actual/Target	Percent (%) Completion
	Catch basins cleaned	3,350	3,433	3,433/3,350	102
	Sanitary Sewer	# of feet to be slip-lined	# of feet actually slip-lined	Actual/Target	Percent (%) Completion
	Feet of sewer slip-lined	4,000	3,481	3,481/4,000	87
	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

In addition the City implemented a training program that provided pre- and post-quizzes to assess the effectiveness of the training course specific to some departments or divisions. During the 2009-10 reporting year, 254 City and contractor staff was trained on the City's storm water program requirements. Pre- and post- tests were given to some groups to assess the level of knowledge before and after each training session. 147 City employees took both the pre- and post-test. The other 107 trainees either completed a pre or post test or their group only received a customized power point presentation.

Depending on the nature of the employee's department, the employee's were given a 15 or 20 question test. 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 that work at and maintain industrial facilities. The average City pre-test score was 76% percent of the questions correct. The average City post-test score was 99% percent of the questions correct. Figure 11-1 presents the pre- and post-test scores by City department.

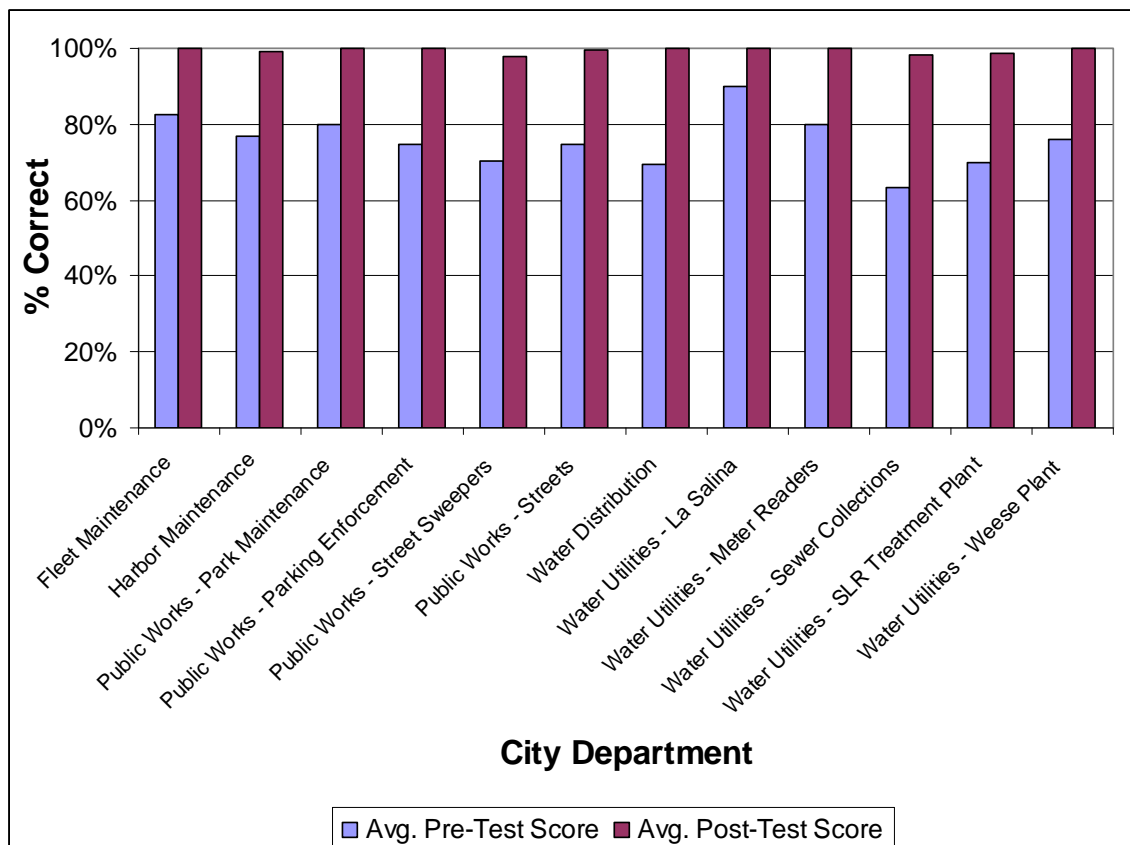


Figure 11-1. Municipal – Level 2: Changes in Knowledge/Awareness: Raising Awareness.

11.2.2.4 Industrial and Commercial

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

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

Permit Section	Activity/Source Type	Targeted Outcome	Actual	Measures of Success	
Municipal D.3.b	Industrial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	High Priority Facilities	9	8	8/9	89
	Industrial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	Medium and Low Priority Facilities	As Needed	9	N/A	N/A
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	High Priority Facilities	515	497	497/515	97
	Commercial Facilities	# of sites to be inspected	# of sites actually inspected	Actual/Target	Percent (%) Completion
	Medium and Low priority facilities	As needed	102	N/A	N/A

During this reporting period a new asset management software tool was implemented for the industrial and commercial NPDES inspections. Several discrepancies were found throughout the year, such as duplicate records, inadvertently changed priority levels, and missing, new, or out of business facilities. As these were found, the inventory list in the software was updated. However, as with any new technological tool, updating and using a changing list was a challenge in the first year. A full review of all 3,000 records is being completed and fewer with the goal of no missed facilities next year.

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	154.75 tons	154.75/130	119
	Households Participating in Program	# of households targeted	# of households participating	Actual/Target	Percent (%) Completion
		3,500	3,356	3,356/3,500	96

11.2.2.6 IDDE

An assessment of this component will be provided in Section 7 when the City submits the entire FY 2009-10 Illicit Discharge Detection and Elimination Component, including the 2010 Dry Weather Field Screening and Analytical Monitoring, no later than December 15, 2010.

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	21	21/10	210
	CWP Newsletters	# of newsletters targeted for completion	# of newsletters completed	Actual/Target	Percent (%) Completion
		2	2	2/2	100
	Oceanside Update Taping	# of tapings planned	# of tapings completed	Actual/Target	Percent (%) Completion
		6	9	9/6	150
	CWP Website	# of targeted hits	# of actual hits	Actual/Target	Percent (%) Completion
		45,000	60,319	60,319/45,000	134

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.

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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) led 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 State Water Resources Control Board (SWRCB) 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 field scientists, 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 periods

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 to participate in 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.

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 SWRCB 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 Plant 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.

12.1.3 Activities completed during current reporting period

Reinstatement of Funds from State Water Resource Control Board

On December 17, 2009, the State Water Resources Control Board gave the City of Oceanside notice that the Lower San Luis Rey Source Identification Project grant had been selected to restart. With an original grant end date of March 31, 2010, the City of Oceanside, on January 4, 2010, submitted a Request for Time Extension in order to complete the remaining two-thirds of the field and laboratory work required.

While awaiting an amended grant agreement, the monthly joint monitoring conducted by the City of Oceanside and the County of San Diego supplementing the grant field work did restart. On April 14, 2010, the City of Oceanside received the executed amendment to the Grant Agreement and work began immediately to restart the project. The deadline for the final project report was extended to June 1, 2011.

Third Monitoring Event

The third dry season monitoring event in the Lower San Luis Rey River/River Mouth was implemented on May 18, 19, and 20, 2010. On May 18, 2010, The City of Oceanside and the County of San Diego conducted the joint monitoring at 17 locations in Lower San Luis Rey River and the grant project team collected composite water samples and sediment samples at five locations in the River Mouth. In addition, the City of Oceanside collected additional samples at each Watershed monitoring location for potential further genetic analysis on upstream sites within the City boundary. On May 19 and 20, 2010, the grant project team collected composite water samples and sediment samples at five locations in the River Mouth and composite water samples at two river locations (Bonsall Bridge and Benet Bridge).

Visual Observation Program

The Visual Observations Program was implemented on the first day of sampling, May 18, 2010. Two teams of two walked a total of four locations adjacent to the river mouth. Teams were

looking for urban runoff and wildlife that could be affecting the river mouth. Observations that were recorded included human behavior, maintenance procedures, and wildlife distribution.

TAC Meeting

A third TAC meeting was held on June 28, 2010 to refresh ongoing members and educate new members about the work completed prior to the SWRCB stop work notice, what was lost during the year break, and how to restart the project with limited resources and time. It was decided that focus would be on the mouth of the river near the beach, where the impairment is currently listed. The final dry season event was scheduled for late July/early August and will focus on supporting the data from previous dry season events to answer the question of if bacteria are exceeding thresholds at the river mouth and if sediment could be a source of the bacteria. The next TAC meeting was tentatively scheduled for the beginning of the wet season to plan the final wet season monitoring activities.

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, have historically been 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.

In 2005, the City was awarded a \$5,000,000 Proposition 40 Clean Beaches Initiative (CBI) grant by the SWRCB to construct an ultraviolet (UV) light treatment facility at the existing La Salina Wastewater Treatment Facility. One hundred percent of the dry weather creek flows (averaging 300 to 700 gallons per minute) will be intercepted in the lagoon and diverted to the UV treatment facility, located on the northern bank of the creek. The treatment facility consists of piping flows from an existing diversion structure by gravity from the lagoon through a 2 micron fine screen to a wet well where the flow is pumped into two large sand filters followed by two UV disinfection units housed in a reinforced concrete building. The treated water is discharged through a pipe extended along the existing section of rip-rap that runs along the north side of the Loma Alta creek outlet at Buccaneer Beach. During wet weather months (November through April), the lagoon would be opened to allow free flow to the ocean and the UV system would be bypassed. See Figure 12-1 for a photo of the facility.



Figure 12-1. Oceanside Loma Alta Creek UV Facility

12.2.2 Activities completed during previous reporting periods

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.

Each year the Loma Alta Creek Ultraviolet Light Treatment Facility is scheduled to start treatment in May and continue through September. In May 2009, during start-up procedures, it was discovered that the existing UV lamps were defective. In addition, in June 2009, the electrical system for the UV System bar screen/auger was upgraded. After the completion of these repairs and upgrades the plant began operation later in June 2009. 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. See Figure 12-2 for a photo of treated water being released from the UV Outfall pipe.



Figure 12-2. Oceanside Loma Alta Creek UV Outfall pipe releasing treated water

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 ran through September 2009.

12.2.3 Activities completed during current reporting period

During the 2009-10 reporting year, Loma Alta Creek flows continued to be lower than expected during drought conditions warranting sporadic running of the UV facility. The facility began running in May 2010 for the summer dry season. It ran for five days in May and seven days in June of 2010. The facility will run through September 2010 unless heavy rains arrive earlier than expected.

13.0 NON-EMERGENCY FIRE FIGHTING

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

Order 2007-0001 Compliance Summary

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

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

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

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

Regular Maintenance of Fire and Emergency Vehicles and Equipment

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

Training Exercises

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

Facilities Maintenance

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

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

Post-Emergency Rehabilitation of Response Equipment

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

13.2 Educational Methods

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

There were no changes made to the City of Oceanside's 2008 JURMP during this reporting period. Updates were made to the 2008 JURMP during the 2008-09 reporting period. Details of these changes can be found in Section 14 of the 2008-09 JURMP Annual Report.

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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 2009-2010 annual reporting period (July 1, 2009 – June 30, 2010).

15.2 Conclusions

This annual report presents the activities the City conducted from July 1, 2009 through June 30, 2010 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 and Sewer divisions, and the Clean Water Program, continued rolling out the GBA Masters Series software. The Development Services Department, which includes Code Enforcement, Building, and Engineering, chose TRAKiT, permitting software by CRW Systems, Inc and began roll-out in this reporting year. Since both of these systems were fully launched in this reporting period, the Clean Water Program will be reviewing the effectiveness of the new tracking tool and will continue to implement improvements in the use of the system in the coming years.

15.3.2 Assessment of Education Program

During this reporting period the City of Oceanside continued the implementation of a comprehensive education outreach program along the San Luis Rey River Trail titled the Pick Up Your Pet Waste Campaign. Pet waste bag dispensers were purchased during this reporting period. Installation and assessment of the effectiveness of these dispensers and signs will be completed during the next reporting period.

15.3.3 Underserved Target Audience Outreach - Mobile Businesses

During this reporting period one underserved target audience, Mobile Businesses, was targeted with educational materials informing them of the minimum BMPs that should be applied during their business operations. See Section 8.3 for more information about this activity and attachment 8-A for a copy of materials mailed to this target audience.