

## Successes in Fiscal Year 2006/07

The City/County Association of Governments of San Mateo County created the San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) in 1993 to coordinate countywide efforts to prevent stormwater pollution. Stormwater runoff is the biggest transporter of pollutants to the bay and a major pathway for contaminants to reach local coastal beaches. Common pollutants found in stormwater runoff from public streets and storm drains include silt, litter, pesticides, bacteria, oil, and metals. During the last couple of decades the U.S Environmental Protection Agency and the San Francisco Bay Regional Water Quality Control Board have recognized the need to control stormwater pollutants by adopting regulations and increasingly stringent permits that municipalities must follow to discharge stormwater into creeks, the bay and ocean.

Each municipality in San Mateo County is responsible for complying with the municipal stormwater National Pollutant Discharge Elimination System (NPDES) permit requirements for stormwater runoff from its streets and local storm drain system. The permit prescribes how each local municipality will regulate new and redevelopment projects, conduct its municipal maintenance activities, eliminate non-stormwater discharges, inspect businesses to control stormwater pollutants, and encourage the public's help in preventing pollution.

Last fiscal year SMCWPPP successfully assisted its member agencies (20 cities and the county) to protect stormwater quality by complying with the countywide municipal stormwater NPDES permit. This information sheet highlights examples of last year's successes, followed by a description of accomplishments in several areas: achieving permit compliance, conducting community information outreach and school programs, building cost-effective partnerships, and measuring progress.



**Matt Fabry, SMCWPPP Coordinator,**  
 receiving CASQA award in September  
 2007

### Example of Successes

- Received an "Outstanding Stormwater News, Information, Outreach, and Media category" award from the California Stormwater Quality Association for SMCWPPP's Plastic Bag Outreach/Coastal Cleanup Day project. One of the results of this outreach was Whole Foods Market volunteering to be the primary sponsor of the fall 2007 Cleanup Day.
- Completed technical guidance (<http://www.flowstobay.org/p2business/C3stormwatertechguide.html>) for developers, builders and permit applicants. This guidance shows how to comply with the NPDES permit's extensive requirements for new and redevelopment projects.
- Worked with Alameda and Santa Clara Counties to cost-effectively develop the Bay Area Hydrology Model ([www.bayareahydrologymodel.org](http://www.bayareahydrologymodel.org)) software for use in designing controls that limit the quantity of stormwater runoff from development projects. The Bay Area Hydrology Model allows users to design flow duration detention facilities to prevent erosion of creek channels and banks.

- Conducted nine training workshops on a wide range of topics that targeted various groups. For example, SMCWPPP helped educators to train students on environmentally friendly practices, and it trained municipal planning and engineering staff, project builders, and the building community on the stormwater requirements for new and redevelopment projects. Eighty-nine municipal staff responsible for maintaining streets, storm drains, and roads attended the annual stormwater maintenance workshop and product exposition. In addition, San Mateo County Agricultural Commissioner's staff helped to train 91 parks maintenance staff on less toxic ways to control pests.
- Inspected over 2,000 businesses for compliance with stormwater requirements. About 12 percent of the inspections identified a violation that was subsequently corrected.
- Found and stopped the discharge of about 280 illicit, non-stormwater discharges. About three-quarters of the illicit discharges consisted of one of the following: washwaters, sewage, construction materials, or vehicle fluids.
- Monitored a number of representative creeks in San Mateo County to assess aquatic life and pollutant levels, including the amounts of trash and litter on creek banks. This monitoring provides information on creek health and helps to identify ways to improve creek and bay water quality.



Ward Donnelly, City of Daly City, inspecting vehicle service facility.

## Achieving Permit Compliance

Each fiscal year SMCWPPP and its municipalities submit an annual report to the San Francisco Bay Regional Water Quality Control Board to demonstrate compliance with the municipal stormwater permit. The Fiscal Year 2006/07 Annual Report is on SMCWPPP's website at [www.flowstobay.org](http://www.flowstobay.org) (click on "Additional Information").

The last time that the San Francisco Bay Regional Water Quality Control Board staff assessed the status of permit compliance was in 2005. At that time it concluded that SMCWPPP "is generally in compliance with its permit." The level of effort to achieve permit compliance has been similar since this last evaluation.

## Conducting Community Information Outreach and School Programs



California Coastal Cleanup Day Volunteers in San Mateo County, September 2006

In FY 2006/07 SMCWPPP continued to implement an extensive program of community outreach and school education. One award-winning aspect of this program was the promotion of an alternative to using disposable plastic bags and coordinating the annual California Coastal Cleanup Day described above. Attendance at the California Coastal Cleanup Day in 2006 increased by about 60 percent (1,644 volunteers) and the amount of trash and litter removed from beaches and other waterways increased by about 45 percent (21,000 lbs.) compared to 2005. A plastic bag educational outreach tabling event at the Whole Foods Market in Redwood City inspired Whole Foods to become the main sponsor for the 2007 statewide California Coastal Cleanup Day. Information on the importance of controlling trash and

litter and the California Coastal Cleanup Day was published in Environmental Health's newsletter, "ReNews" that has a circulation of 220,000 and is distributed in local newspapers.

SMCWPPP and the county's Used Oil Program funded ZunZun, a two-person municipal theatrical team that presents school assemblies on stormwater and household hazardous wastes. The assemblies reached about 12,000 elementary school students at 51 schools last fiscal year.

Additional school outreach included providing one-day teacher training workshops on environmentally friendly ways to manage pests and protect the health of families, pets, and the environment.



ZunZun performing its new "The Water Beat" pollution prevention school assembly program

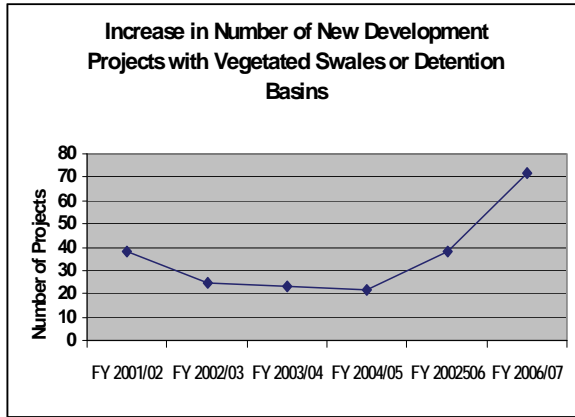
### Building Cost-Effective Partnerships

SMCWPPP seeks opportunities for cost-effective collaboration with other pollution prevention programs. The Program participated in the following beneficial partnerships last fiscal year:

- SMCWPPP continued to participate in the Our Water Our World (OWOW) program that assists consumers to manage pests using non-toxic or less toxic methods by making alternative pest control products available in retail stores and by promoting their use. Last fiscal year twenty-one stores in San Mateo County participated in OWOW. The original costs for developing OWOW was supported by a grant from U.S. EPA, and the State Water Resources Control Board provided a subsequent grant to help it expand beyond the Bay Area.
- The majority of municipalities in San Mateo County have an agreement with the San Mateo County Environmental Health that allows the county staff to conduct stormwater inspections of businesses while staff is conducting its regular inspections of retail food facilities, hazardous waste generators, and hazardous materials users. This combining of inspections minimizes the intrusion on businesses and is a cost-effective way to inspect businesses for compliance with stormwater requirements and make sure business owners have up-to-date information on stormwater pollution prevention practices.
- SMCWPPP continued to participate in regional efforts to monitor San Francisco Bay and Bay Area watersheds. Along with about 70 other dischargers SMCWPPP continued to help fund the Regional Monitoring Program. This program is designed to assess long-term pollutant levels in water, sediment, fish, and shellfish in the bay and delta. SMCWPPP has also supported ways to assess the health of creeks by standardizing how data is collected and helping to develop a regional index to gauge creek health.
- SMCWPPP is an active participant, along with other countywide municipal stormwater programs, in the Bay Area Stormwater Management Agencies Association (BASMAA). BASMAA provides input on the Water Board staff's development of the next municipal stormwater permit. This permit will be regionwide and apply to 76 municipalities and flood control districts. In addition, BASMAA has provided SMCWPPP an opportunity to coordinate its comments on the various total maximum daily loads that the Water Board staff has been developing for high priority pollutants, such as mercury and polychlorinated biphenyls, which impair the bay.

## Measuring Progress

SMCWPPP measured its progress last fiscal year in various ways.



**New development.** Last fiscal year there were 72 new and redevelopment projects on over 400 acres that used vegetated swales or detention basins to treat pollutants found in stormwater runoff. As shown in the graph, this represents an approximately two-fold increase in the number of projects using these methods to treat stormwater compared to previous years.

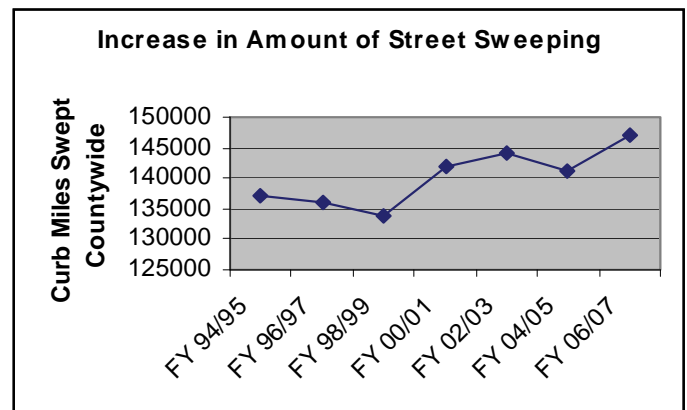
**Municipal Maintenance.** Last fiscal year municipalities swept about 147,000 curb miles of streets and removed about 29,000 cubic yards of material. The amount of curb miles swept has increased about 7 percent in the last twelve years. There has been no measurable change in the amount of material being

removed by sweeping, which may indicate progress in educating residents and businesses not to dispose of litter, leaves, and other materials in streets.

**Public Information and Participation.** The amount of waste oil recycled increased by about 25 percent last fiscal year and 63 percent over the last two years. The large increase in recycling reflects the success of joint efforts by SMCWPPP and the county's Household Hazardous Waste and Small Quantity Generator Programs, using funds from the California Integrated Waste Management Board.

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**Illicit discharges.** The number of illicit discharges eliminated last fiscal year is close to the average found during the last nine years. The number of illicit discharges found and eliminated during this period represents a 40 percent decline from what was found around ten years ago when SMCWPPP initiated efforts to stop these types of discharges. The approach taken has been to increase people's awareness that these non-stormwater discharges are untreated and are illegal under local municipal ordinances.



SMCWPPP is a program of the City/County Association of Governments of San Mateo County. Created to coordinate cost-effective implementation of the municipal stormwater National Pollutant Discharge Elimination System (NPDES) permit, it consists of twenty cities and towns and San Mateo County.