

# **Annual Report Training**

## ***Public Information and Outreach, Pesticides Toxicity Control, and Conditionally Exempt Discharges***

**Vishakha Atre  
EOA, Inc.**

**July 24, 2023**

# General Guidance

## ■ Important Dates

- September 3 – provide Draft AR to EOA for review
- September 22 – Countywide AR provided to Permittees to upload to SMARTs
- October 1 – Permittees certify and submit individual AR and Countywide AR in SMARTs

## ■ Annual Report Guidance

- July 2023 Memo
- AR Forms with SMCWPPP specific guidance
- Available on SMCWPPP members only webpage

# General Guidance

- **Do not leave any blanks**
- **Add comments/explanations where needed in a comment box not in a footnote – especially if**
  - Numbers are different in different sections or there are discrepancies
  - Information may be interpreted as noncompliance
- **DELETE highlighted guidance text**
- **Review last year's AR in SMARTs and comments received from RWB staff**

# Section 7 – C.7 Public Information and Outreach

- **Summary table of outreach activities** - Report local activities and refer to SMCWPPP Annual Report

C.7.g.iii.(1) ► Reporting						
Submit a table listing the types of outreach programs implemented during that Permit year along with a brief description. The table should be a cumulative table showing the number, if applicable, of each type of outreach campaigns or events occurring during each Permit year. <b>Guidance</b> - Complete the table below with outreach activities conducted locally. In addition, provide the following text, "See Section 7 of the SMCWPPP FY 22-23 Annual Report for a summary of Countywide outreach activities implemented on behalf of SMCWPPP Permittees".						
Type of Outreach Program Implemented	Brief Description of Current Year Campaigns	Number of outreach campaigns or events occurring during each Permit Year, if applicable				
		FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27
C.7.a. Outreach Campaigns	Describe the outreach campaign(s) implemented, including target audience, pollution prevention message(s), and media type	Provide the number of outreach campaigns conducted				
C.7.c. Public Outreach and Citizen Involvement Events	Describe public outreach and citizen involvement events conducted	Provide the number of public outreach and citizen involvement events				
C.7.d. Watershed Stewardship Collaboration	Describe watershed stewardship efforts	Provide the number of meetings/events				
C.7.e. School-Age Children Outreach	Describe school outreach activities conducted	Provide the number of classroom presentations, school assemblies, etc.)				

# Section 7 – C.7 Public Information and Outreach

- **Point-of-contact and the URL for stormwater pollution website**
  - Certify that your agency has a website
  - Provide phone number and website
  - Discuss how the website and phone are publicized.

## C.7.g.iii.(2) ► Reporting - Stormwater Pollution Prevention Education

**Guidance - (For FY 22-23 Annual Report only, unless changes made)** List the point of contact and URL for your agency's stormwater pollution prevention website. Discuss how the point of contact and website are publicized and maintained. Certify that your agency maintains a website (or refers to a regional website) to provide information on stormwater issues, watershed characteristics, and stormwater pollution prevention approaches.

Is your agency maintaining a website (or referring to a regional website) to provide information on stormwater issues, watershed characteristics, and stormwater pollution prevention approaches?

☐

Yes

☐

No

If no, explain:

Local stormwater point of contact phone number(s)

Local/Regional stormwater website(s)

Outreach:

**Guidance:** Describe local efforts to publicize stormwater point of contact. Refer to SMCWPPP C.7 Public Information and Outreach section of the Annual Report for efforts conducted by the countywide program to publicize stormwater points of contact (e.g., Flows to Bay website, outreach materials, etc.).

# Section 9 – C.9 Pesticides Toxicity Control

## ■ Gather materials:

- Links to Integrated Pest Management (IPM) Policy and Standard Operating Procedures (SOPs)
- Pesticide usage records
- Pesticide tracking spreadsheet
- Employee training records

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# Section 9 Annual Report Form

# Section 15 – Conditionally Exempt Discharges

- Outreach on Irrigation Water, Landscape Irrigation, and Lawn or Garden Watering
  - Report local activities and refer to SMCWPPP Annual Report

## C.15.b.vi.(2) ► Irrigation Water, Landscape Irrigation, and Lawn or Garden Watering

Provide implementation summaries of the required BMPs to promote measures that minimize runoff and pollutant loading from excess irrigation. Generally the categories are:

- Promote conservation programs
- Promote outreach for less toxic pest control and landscape management
- Promote use of drought tolerant and native vegetation
- Promote outreach messages to encourage appropriate watering/irrigation practices
- Implement Illicit Discharge Enforcement Response Plan for ongoing, large volume landscape irrigation runoff.

Summary:

**Guidance:** Describe how your municipality is promoting the measures listed above. You may include participation in relevant SMCWPPP outreach efforts but explain how Program materials and efforts are used to promote local implementation of required BMPs. Refer to the C.3 New Development and Redevelopment, C.7. Public Information and Outreach, and C.9. Pesticide Toxicity Control sections of the SMCWPPP FY 22-23 Annual Report as needed.

# Contact Information

**Vishakha Atre**  
[vatre@eoainc.com](mailto:vatre@eoainc.com)  
408-720-8811 x3